DOCUMENT RESUME

ED 250 480 CE 039 947

AUTHOR	Fischer, Lisa Mazzei, Ed.
TITLE	Entrepreneurship Resources in Ohio.
INSTITUTION	Ohio State Univ., Columbus. National Center for Research in Vocational Education.
SPONS AGENCY	Department of Labor, Washington, D.C.; Ohio State Dept. of Education, Columbus. Div. of Vocational and Career Education.
PUB DATE	84
CONTRACT	84-0836-U-001-84
NOTE	155p.
AVAILABLE FROM	National Center Publications, Box F, National Center for Research in Vocational Education, 1960 Kenny Road, Columbus, OH 43210-1090 (Order No. EP 101, $11.25).
PUB TYPE	Reference Materials - Directories/Catalogs (132)
EDRS PRICE	MF01/PC07 Plus Postage.
DESCRIPTORS	Adults; Audiovisual Aids; Career Education; Careers; *Educational Resources; *Entrepreneurship; *Information Sources; *Instructional Materials; Organizations (Groups); *Professional Associations; Publications; *Small Businesses
IDENTIFIERS	*Ohio

ABSTRACT

This directory provides information on statewide organizations and agencies in Ohio that can provide educational programs, short-term training, counseling, speakers, and general information to assist those interested in developing new and existing small businesses. It also provides detailed information on training materials available to help entrepreneurs. It was designed to provide easy access to information available by telephone or mail contact. The nine sections of the guide list educational organizations; government agencies; trade associations; audiovisual aids; business-sponsored publications; commercial publications; university-, government-, and association-sponsored publications; and additional resources for entrepreneurs. Each listing provides information on the organization's address and a description of its services or publications. (KC)

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ENTREPRENEURSHIP

RESOURCES IN OHIO

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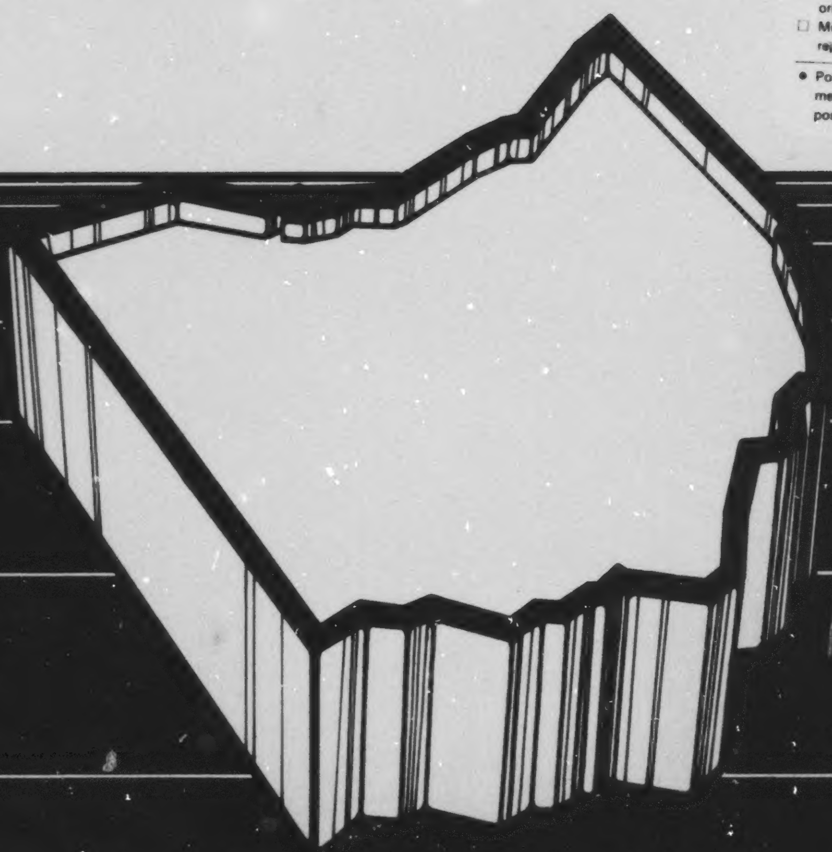

THE NATIONAL CENTER
FOR RESEARCH IN VOCATIONAL EDUCATION
THE OHIO STATE UNIVERSITY

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The National Center for Research in Vocational Education's mission is to increase the ability of diverse agencies, institutions, and organizations to solve educational problems relating to individual career planning, preparation, and progression. The National Center fulfills its mission by:

- Generating knowledge through research
- Developing educational programs and products
- Evaluating individual program needs and outcomes
- Providing information for national planning and policy
- Installing educational programs and products
- Operating information systems and services
- Conducting leadership development and training programs

For further information contact:

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ENTREPRENEURSHIP RESOURCES
IN OHIO

edited by

Lisa Mazzei Fischer

The National Center for Research in Vocational Education
The Ohio State University
1960 Kenny Road
Columbus, Ohio 43210-1090

1984

FUNDING INFORMATION

Project Title:	Collaboration for Entrepreneurship Training in Ohio
Contract Number:	84-0836-U-001-84
Project Number:	RF 716449
Source of Contract:	U.S. Department of Labor Job Training Partnership Act Ohio Department of Education Division of Vocational and Career Education Job Training Program Services
Contractor:	The National Center for Research in Vocational Education The Ohio State University Columbus, Ohio 43210-1090
Executive Director:	Robert E. Taylor
Disclaimer:	This publication was prepared pursuant to a contract with the Ohio Department of Education, Division of Vocational and Career Education. Contractors undertaking such projects under government sponsorship are encouraged to express freely their judgment in professional and technical matters. Points of view or opinions do not, therefore, necessarily represent official Ohio Department of Education position or policy.
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STATE OF OHIO
OFFICE OF THE GOVERNOR
COLUMBUS 43215

RICHARD F. CELESTE
GOVERNOR

Dear Ohio Entrepreneurship Leaders:

I am extremely pleased with the efforts of the Ohio Entrepreneurship Task Force and commend its members for their leadership in the area of entrepreneurship education. The action of the task force demonstrates a commitment to the development of new small businesses in Ohio and underscores this Administration's priorities for the State.

Our new economic development strategy focuses on five specific areas which were first outlined in July of 1983, in Toward a Working Ohio -- our blueprint for economic development in the '80's and beyond. This strategic plan will:

- transform Ohio into a leading state-of-the-art manufacturing center, through an industrial reinvestment strategy;
- restore Ohio's leadership in agriculture and agribusiness;
- make Ohio the premier state for stimulating and supporting entrepreneurship and small business;
- target and leverage all available state, federal and private dollars toward getting Ohio working again; and
- invest in Ohio's most important resource -- its people -- through a system of job training and retraining targeted to industry needs and growth opportunities.

I am particularly pleased to see so many of the leading organizations in the State participate in the development of a statewide resource directory for entrepreneurship education. This activity supports a new State economic development initiative that is founded on a strong and effective partnership between local communities and the private sector -- a partnership that stimulates the creation and expansion of business.

I hope you will join me in supporting the efforts of this very crucial task force.

Best regards,

Richard F. Celeste

Richard F. Celeste
Governor

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FOREWORD

Entrepreneurship Resources in Ohio is a resource directory for assistance to current and potential entrepreneurs who seek information, referral, and guidance and counseling. The overall purpose of the directory is to provide educators and trainers with people, places, and products that they can use when teaching and training current and future entrepreneurs about self employment and small business in Ohio.

In 1984 the Ohio Entrepreneurship State Task Force began developing a program to encourage entrepreneurship education and training in Ohio. They identified the development of an entrepreneurship resource directory as a major priority. Combined efforts among these Ohio leaders in entrepreneurship education have made this directory a reality. As a result of the Ohio Entrepreneurship State Task Forces plan of action, a project was funded by the Ohio Job Training Partnership Council. We are indebted to both of these groups for providing the impetus to develop this important resource for the support of small business in Ohio.

This directory is part of the project titled "Collaboration for Entrepreneurship Training in Ohio." It will be shared with the networks of all task force members as Ohio moves ahead to support entrepreneurship education and training. Five regional conferences have been designed to bring together all statewide leaders interested in supporting small business. These conferences allow educators, representatives from PIC councils, and other community development groups the opportunity to develop collaborative networking activities and to review a local database available at JTPA-sponsored Service Delivery Area Offices.

Thanks and recognition are extended to Lisa Fischer, program associate, who completed this directory with input from all of the Ohio Entrepreneurship State Task Force members. Special recognition is appropriate for Sonia Price, Ohio Department of Vocational Education, who chaired the committee to develop the directory. Appreciation is also extended to Lucy Thrane, Division Associate Director of Personnel Development and Field Services; Cathy Ashmore, Project Director, Collaboration for Entrepreneurship Training in Ohio, and cochair of the Directory Committee; John Bebris and Sarah Williams, Project staff; Novella Ross, member of the entrepreneurship program; Judy Balogh for extensive final editorial review; and Vickie Gray, Helen Henley, and Patti Waltz for their exemplary assistance with typing and manuscript preparation.

Robert E. Taylor
Executive Director
The National Center for Research
in Vocational Education

INTRODUCTION

Small business is definitely big business in the State of Ohio. In fact, according to the U.S. Bureau of Census, 1980, 84 percent of the businesses in Ohio employ 19 people or less. This means 8 out of 10 people in the work force are employed because small businesses are thriving in Ohio.

It is not enough to say that small business is alive and well in Ohio. As small business educators and trainers, we must support this activity in various ways. The U.S. Small Business Administration reports the reason many small businesses struggle, and ultimately fail, is due to a lack of management and technical assistance available to small business. With this fact in mind, the Ohio Entrepreneurship State Task Force elected to help current and potential entrepreneurs locate training sources and printed materials. Thus, the beginning of the idea for a statewide directory for entrepreneurship resources emerged.

This directory provides information on statewide organizations and agencies available to provide educational programs, short-term training, counseling, speakers, and general information to assist those interested in developing new and existing small businesses. It also provides detailed information on training materials available to help entrepreneurs. It was designed to provide easy access to information available to all Ohioans by telephone or mail contact. Local contacts can be obtained by calling the State organization listed in the directory.

Organizations and agencies are included in this directory because they work in some way as providers of lifelong entrepreneurship education and training.* The Ohio Entrepreneurship State Task Force believes that an entrepreneur goes through a number of developmental stages starting with early education and continuing beyond starting his or her own business. With this concept in mind, resources have been identified that facilitate the lifelong learning process -- in the public school system, in advanced education systems, and in the community. Users of this directory will find assistance for current business people, new business start-ups, and future entrepreneurs. Each is an important ingredient in building the future of small business in Ohio.

The compilation of this directory would not have been possible without the dedication and commitment of the Ohio Entrepreneurship State Task Force members. The task force is sponsored by the Ohio Vocational Education Department under the leadership of Darrell Parks, State Vocational Director. The project that completed the directory is sponsored by the Job Training Program Services of the Ohio Department of Education, Division of Vocational and Career Education.

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*Organizations and agencies appearing in this directory are those known to the project staff at the time of publication. Others who may have been inadvertently omitted should contact the National Center at 614-486-3655 to be added to a permanent resource list.

Members of the Ohio Entrepreneurship State Task Force include the following people:

- Sonia Price (Chairperson of State Task Force)
  Ohio Division of Vocational and Career Education
- Leon Albert
  Stark Technical College
- M. Catherine Ashmore
  National Center for Research in Vocational Education
- Robert Bailey/Linda Cooper
  Ohio Technical Transfer Organization
- Ralph Bender
  Ohio Advisory Council for Vocational Education
- William T. Blair/Terry Fleming
  Ohio Chamber of Commerce
- Larry Casterline
  Ohio Division of Vocational and Career Education
- Jim Cummins
  Ohio Division of Vocational and Career Education
- Karen Dawson
  Employment and Education Commission of Franklin County
- Don Fell
  Ohio Joint Council on Economic Education
- Jerry Garman
  U.S. Small Business Administration
- Joan Gritzmacher
  The Ohio State University
- Joanna Kister
  Ohio Division of Vocational and Career Education
- George Kosbab
  Ohio Division of Vocational and Career Education
- John Mahaney/John Hurst
  Ohio Council of Retail Merchants
- Gene Matheny
  Central Ohio Junior Achievement
- Al Neff
  Ohio Board of Regents

- Bernard Nye
  Columbus Technical Institute

- Hal Roach/Ron Keller
  Ohio Technical and Community College Association

- Karen Shylo
  Ohio Division of Vocational and Career Education

- Bill Soltesz/Dennis McNamee
  Ohio Department of Development

- Cathy Stafford
  Inter-University Council of Ohio

- Marguerite Turnbull
  Ohio Bureau of Employment Services - JTPA

- Jim Wiblin
  Ohio Division of Vocational and Career Education

Additional assistance from vocational education State staff members was provided by the following people:

- George Bell
- Karen Heath
- Dave Rankin
- Barbara Reed
- Barbara Wise

A final thought about using this directory -- if we are to really concern ourselves about the future economy of Ohio, it is important to visualize the size of the challenge to help small businesses start, grow, and succeed. There is only room for cooperation between and among all of these service providers. Hence we dedicate this effort to building collaborative networks among all of the groups identified here, and searching for others who positively serve the needs of Ohio's entrepreneurs.

EDUCATIONAL ORGANIZATIONS

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ADULT EDUCATION (VOCATIONAL EDUCATION SUPPORTED)

Ohio Department of Education (614) 466-3430
Division of Vocational and Career Education
65 S. Front Street, Room 907
Columbus OH 43215

General Description

Adult education courses provided through local school districts, technical colleges, and/or universities can be offered in short-term hourly classes or a full-time basis. Courses are initiated for unemployed or employed clients who need technical upgrading. Courses relate to any of the vocational education service areas: agriculture, home economics, marketing education, business education, trade and industry, and health education.

Courses incorporate entrepreneurship concepts and are designed to assist entrepreneurs already in business.

Who Is Eligible

Adults statewide are eligible to take these courses.

Ohio Locations

All vocational education planning districts provide a variety of course offerings.

CAREER DEVELOPMENT SERVICE

Ohio Department of Education (614) 466-5718
Division of Vocational and
Career Education
Career Development Service
65 S. Front Street
Room 901
Columbus, OH 43215

General Description

The Career Development Service provides leadership for disseminating Career Education practices statewide. Career Education seeks to combine the basic school subjects with a practical and realistic approach to living and working. It also helps young people look at their own occupational interests, an important part of helping future entrepreneurs.

CONSUMER ECONOMIC EDUCATION UNIT

Ohio Department of Education (614) 462-6810
Division of Vocational and Career Education
65 S. Front Street, Room 912
Columbus, OH 43215

General Description

Consumer/Economic Education Coordinators coordinate consumer and economic education activities for grades K through 12 and adults. Coordinators provide local inservice training and assist teachers with special classroom projects. Resources for entrepreneurship are varied and in good supply.

Who Is Eligible

Any local school district can make application for partial funding of a coordinator; however, State funds determine the maximum number of local coordinators.

Ohio Locations

- Akron City
- Apollo Joint Vocational School, Lima
- Butler County Joint Vocational School, Hamilton
- Cincinnati City
- Cleveland City
- Columbiana County Joint Vocational School, Lisbon
- Columbus City
- Cuyahoga Valley Joint Vocational School, Brecksville
- Dayton City
- East Cleveland City Schools
- Four County Joint Vocational School, Archbold
- Lorain County Joint Vocational School, Oberlin
- Montgomery County Joint Vocational School
- Darke County Schools, Greenville
- North Olmstead City
- Northwest Local, Cincinnati
- Ohio Hi Point Joint Vocational School, Bellefontaine
- Toledo City Schools
- Warren County Joint Vocational School, Lebanon
- Wayne County Joint Vocational School, Smithville
- Royalview Elementary, Willowick

DISPLACED HOMEMAKER PROGRAM (VOCATIONAL EDUCATION SUPPORTED)

Ohio Department of Education (614) 466-3046
Division of Vocational and Career Education
65 S. Front Street, Room 912
Columbus, OH 43215

(continued)

DISPLACED HOMEMAKER PROGRAM (VOCATIONAL EDUCATION SUPPORTED)-Continued

General Description

This is a statewide adult education program designed to assist displaced homemakers (and other unemployed adults) in making the transition from homemaking (unemployment) to wage earning. Instruction includes entrepreneurship awareness activities.

Who Is Eligible

Displaced homemakers, single parents, and other adults needing services are eligible to take advantage of this program.

Ohio Locations

Nineteen teachers, located at the following schools, participated in the 1983-84 program.

- Apollo Joint Vocational School, Lima
- Ashtabula County Joint Vocational School, Jefferson
- Buckeye Joint Vocational School, New Philadelphia
- Butler County Joint Vocational School
- Cleveland City
- Columbiana County Joint Vocational School, Lisbon
- Greene County Joint Vocational School, Xenia
- Hillsboro City, c/o Southern State Community College, Hillsboro
- Lake County Joint Vocational School, Painesville
- Scarlet Oaks Campus, Great Oaks Joint Vocational School, Cincinnati
- Toledo City
- Tri County Joint Vocational School, Nelsonville
- Trumbull County Joint Vocational School, Warren
- Vanguard Joint Vocational School, Fremont
- Vantage Joint Vocational School, Van Wert
- Youngstown City

DIVERSIFIED INDUSTRIAL TRAINING PROGRAM

Ohio Department of Education (614) 466-2901
Division of Vocational and Career Education
65 S. Front Street, Room 913
Columbus, OH 43215

General Decription

The Diversified Industrial Training Program is an adult program to provide employers/entrepreneurs with supplemental and in-service training. The training can take place on-site at a suitable location or in a vocational school.

(continued)

DIVERSIFIED INDUSTRIAL TRAINING PROGRAM-Continued

Who Is Eligible

Eligible participants are adults who are interested in industrial technology with the potential for self-employment.

Ohio Locations

- Ashland County - West Holmes Vocational Center, Ashland
- Ashtabula County Joint Vocational School, Jefferson
- Penta County Vocational Center, Perrysburg
- Pioneer Joint Vocational School, Shelby
- Tri-Rivers Joint Vocational School, Marion
- Trumbull County Joint Vocational School, Warren
- Upper Valley Joint Vocational School, Piqua
- Wayne County Career Center, Smithville

(LOCAL) EMPLOYMENT AND EDUCATION COMMISSION

Franklin County Commission (614) 464-1970
37 N. High Street
Columbus, OH 43215

General Description

A nonprofit educational organization to service the business community, agencies, education at institutions, and economically disadvantaged youth. The primary purpose of the commission is to develop policies and coordinate the service delivery of programs that respond to the employment needs of unemployed people. Also, this organization provides a linkage to the private sector for youth employment, business-industry partnership programs, and agencies involved in employment and training functions.

Services available at no cost include information referral, training, speakers, planning and coordination, and information dissemination.

FARM BUSINESS PLANNING AND ANALYSIS (FBPA)

Ohio Department of Education (614) 466-3076
Division of Vocational and Career Education
65 S. Front Street, Room 910
Columbus, OH 43215

General Description

The FBPA program provides farm operators with information based on a farm record analysis that may be applied in the planning and organization of farming operations so that they will have a more profitable business.

(continued)

FARM BUSINESS PLANNING AND ANALYSIS (FBPA)-Continued

Each client is enrolled in the 3-year program. Emphasis for the first-year clients is on record keeping and establishment in farming. Second-year clients analyze their records and develop plans for their operation. Third-year clients work on refining the operation through reorganization and detailed financial planning.

Who Is Eligible

Each of the enrollees in the FBPA program is directly involved in entrepreneurship activity. Most clients are full-time farm operators with large investments in land, crops and/or livestock, and machinery. In addition, clients are instructed in how to operate an economical and efficient farm business.

Ohio Locations

Nineteen teachers, located at the following schools, participated in the 1983-84 programs.

- Four County Joint Vocational School, Archbold
- Penta County Joint Vocational School, Perrysburg
- EHOVE Joint Vocational School, Milan
- Tri Rivers Joint Vocational School, Marion
- Pioneer Joint Vocational School, Shelby
- Upper Sandusky High School, Upper Sandusky
- Lorain County Joint Vocational School, Oberlin
- Wayne County Joint Vocational School, Smithville
- Ashtabula County Joint Vocational School, Jefferson
- Maplewood Area Joint Vocational School, Ravenna
- Columbiana County Joint Vocational School, Lisbon
- Mahoning County Joint Vocational School, Canfield
- Buckeye Joint Vocational School, New Philadelphia (4 teachers)
- Licking County Joint Vocational School, Newark
- Springfield Clark Joint Vocational School, Springfield
- Ohio Hi Point Joint Vocational School, Bellefontaine
- Apollo Joint Vocational School, Lima
- Vantage Joint Vocational School, Van Wert
- Upper Valley Joint Vocational School, Piqua

JUNIOR ACHIEVEMENT

P.O. Box 2491
Columbus, OH 43216
(614) 488-1878

General Description

Junior Achievement is an organization that provides practical and realistic economic education to students ranging from elementary school through college. Adults from business and industry play an intricate part in this educational process. Business basics, project business, and applied economics are just three of the simulations offered at various levels to give students an understanding of the American free enterprise system.

(continued)

JUNIOR ACHIEVEMENT-Continued

Who Is Eligible

Elementary students, junior high students, and senior high students are eligible to participate in Junior Achievement programs in cooperation with the local boards of education and representatives from areas of business and industry.

Ohio Locations

- Akron
- Bucyrus
- Stark County
- Greater Cincinnati
- Greater Cleveland
- Central Ohio
- Dayton
- Tuscarawas County
- Hamilton and Vicinity
- Greater Lima
- Lorain
- North Central Ohio
- Marion
- Middletown
- Springfield and Clark County
- Northwestern Ohio
- Van Wert
- Trumbull County
- Youngstown

NATIONAL CENTER FOR RESEARCH IN VOCATIONAL EDUCATION

1960 Kenny Road
The Ohio State University
Columbus, OH 43210

(614) 486-3655

General Description

The National Center for Research in Vocational Education provides leadership in all aspects of vocational education nationwide. The National Center has supported entrepreneurship education activities since 1976. National Center staff members provide linkages with vocational programs, curriculum materials, and extensive databases. Technical assistance is available on a cost-recovery basis for training instructors to teach entrepreneurship and develop innovative educational programs. Special programs are available for educators in secondary schools, 2-year colleges, and adult programs.

Who Is Eligible

Anyone needing assistance with entrepreneurship education or training may contact the Program Information Office for staff referral.

NATIONAL SMALL BUSINESS TRAINING NETWORK

American Association of Community
And Junior Colleges
One Dupoint Circle NW
Suite 410
Washington, D.C. 20036

(202) 293-7050

General Description

The National Small Business Training Network is comprised of 250 2-year colleges nationwide. These colleges are linked to the district offices of the Small Business Administration (SBA) and to each other through the American Association of Community and Junior Colleges. The network delivers low-cost small business management training. Services offered by the 2-year colleges include--

- short-term training programs and
- collaboration with other training providers.

Who Is Eligible

Trainees may be anyone in the community in need of the types of training provided. Many programs also offer consulting services.

Ohio Locations

- Sinclair Community College, Dayton
- Jefferson Technical College, Steubenville
- Lorain County Community College
- Owens Technical, Toledo
- Stark Technical College, Canton
- Cuyahoga Community College, Cleveland
- Cincinnati Technical College

OHIO COOPERATIVE EXTENSION SERVICE

2120 Fyffe Road
Columbus, OH 43210

(614) 422-8436

General Description

The Ohio Cooperative Extension Service provides educational programs for adults and youth in agriculture, community and natural resource development, 4-H, and home economics. Major emphasis is given to disseminating technical subject matter, including that related to economic development and social, cultural, and human needs.

The basic objective of the Cooperative Extension Service is to help people utilize scientific data so that they are better able to solve problems and attain an improved level of living.

(continued)

OHIO COOPERATIVE EXTENSION SERVICE-Continued

Who Is Eligible

Rural and urban individuals of groups seeking educational subject matter in the areas of agriculture, home economics, 4-H youth development, and community and natural resources are eligible for the Ohio Cooperative Extension Service programs.

Ohio Locations

All eighty-eight counties in Ohio provide cooperative extension service.

OHIO COUNCIL ON ECONOMIC EDUCATION

112 Mount Hall
The Ohio State University
Columbus, OH 43210

(614) 422-5276

General Description

The purpose of the Ohio Council on Economic Education is to promote economic understanding among Ohio's school students.

Who Is Eligible

Kindergarten through 12th-grade teachers, school district leadership personnel, and university faculty are eligible for the Ohio Council's services.

Ohio Locations

- Akron University
- The Ohio State University
- Ohio University
- University of Cincinnati
- University of Toledo
- John Carroll University
- Ashland College
- Wright State University

OHIO FAMILY LIFE EDUCATION PROGRAMS

Ohio Department of Education
Division of Vocational and Career Education
65 S. Front Street, Room 912
Columbus, OH 43215

(614) 466-3046

(continued)

OHIO FAMILY LIFE EDUCATION PROGRAMS-Continued

General Description

The purpose of Ohio's Family Life Education Programs is to assist residents of depressed areas of the State in recognizing and developing their strengths and abilities to become self-sufficient, contributing members of society. Pre-job readiness training and training for entrepreneurship home industry are included among the participant performance goals, which also include development of skills in interpersonal relations, parenting and parent/infant interaction, consumer and management, and good habits of nutrition.

Who Is Eligible

Adults who are residents of depressed areas of Ohio are eligible for these programs.

Ohio Locations

Eleven coordinators, located at the following schools, participated in the 1983-84 programs.

- Akron City
- Canton City
- Cleveland City
- Columbus City
- Dayton City
- Muskingum County Joint Vocational School, Zanesville
- Springfield City
- Toledo City
- Tri-County Joint Vocational School, Nelsonville
- Youngstown City
- Zanesville City

OHIO TECHNICAL AND COMMUNITY COLLEGES

Ohio Technical And Community College Association
Columbus Technical Institute
550 E. Spring Street
Columbus, OH 43215
(614) 227-2409

General Description

Ohio technical and community colleges are community-based educational resources designed to offer the student a variety of occupationally related opportunities. Most of them have some type of short-term, high-intensive training as well as associate degree programs in the areas of business and industrial development. Programs are designed to provide the student with a working knowledge of the business community and improve the economic vitality of the area.

(continued)

OHIO TECHNICAL AND COMMUNITY COLLEGES-Continued

Who Is Eligible

Anyone in the community may use the services of the local technical or community college.

Ohio Locations

- Belmont Technical College
- Central Ohio Technical College
- Cincinnati Technical College
- Clark Technical College
- Columbus Technical Institute
- Cuyahoga Community College
- Edison State Community College
- Hocking Technical College
- Jefferson Technical College
- Lakeland Community College
- Lima Technical College
- Lorain County Community College
- Marion Technical College
- Muskingum Area Technical College
- North Central Technical College
- Northwest Technical College
- Owens Technical College
- Rio Grande Community College
- Shawnee State Community College
- Sinclair Community College
- Southern State Community College
- Stark Technical College
- Terra Technical College
- Washington Technical College

OHIO TECHNOLOGY TRANSFER ORGANIZATION

Division of Business and Development (614) 466-2317
Ohio Department of Development
PO Box 1001
Columbus, OH 43216

General Description

The Ohio Technology Transfer Organization (OTTO) is a state-funded network of 30 field agents formed by the Ohio Board of Regents and now under the direction of the Ohio Department of Development. Its purpose is to promote business and industry in Ohio by means of technology transfer, a method of delivering research and information from developers to users. The OTTO agent calls on small businesses to determine their problems and needs, technical or nontechnical, and acts as a broker by transmitting needed information and research to the marketplace. The sources of

(continued)

OHIO TECHNOLOGY TRANSFER ORGANIZATION-Continued

information include Federal and State agencies and laboratories, research institutes, higher education institutions, libraries, and publications. OTTO also has available a computer data bank, located at The Ohio State University, that can access up-to-date information and state-of-the-art research and development. Another available resource consists of OTTO specialists in engineering and business management who serve OTTO clients by giving direct consulting assistance. Most services are available at no cost.

Who Is Eligible

Although OTTO was originally developed to assist the small businesses in the area, any company with a problem or need may take advantage of available services.

Ohio Locations

Contact the Ohio Department of Development for locations in Ohio.

OHIO'S UNIVERSITIES

Inter-university Council of Ohio (614) 464-1266
21 W. Broad Street
Columbus, OH 43215

General Description

In Ohio's university system, there are three kinds of programs that service entrepreneurs and small business owners. Continuing education courses may be specifically designed for assistance to small business. Certain continuing education programs may be more generally applicable to small business operations such as accounting, marketing, and so forth. Continuing education courses are open to the community without the need to be a regular college student. The third type of course available is in regular credit programs within an existing degree program that are designed for small businesses. None of the Ohio universities offer a specific degree related to small business or entrepreneurship.

Who Is Eligible

Degree programs require acceptance of the student by the university. Continuing education programs are open to all members of the community, depending on special background required for the course in question.

Ohio Locations

o	University of Akron	A, B, C
o	Bowling Green State University	B, C
o	Central State University	B, C
o	University of Cincinnati	A, B, C

(continued)

OHIO'S UNIVERSITIES-Continued

o	Cleveland State University	A, B, C
o	Kent State University	B
o	Miami University	B, C
o	The Ohio State University	A, B, C
o	Ohio University	A, B, C
o	University of Toledo	A, B, C
o	Wright State University	B
o	Youngstown State University	B, C

Key

A- Continuing education specific for small business.

B- Continuing education generally applicable to small business.

C- Credit programs within existing degree designation.

OHIO UNIVERSITY INNOVATION CENTER

Ohio University (614) 594-5461
Athens, Ohio 45701

General Description

The Innovation Center is launching new businesses in southeastern Ohio by offering equipment, consultants, low-rent space, and other services that the new entrepreneur needs to survive. It is geared toward research and technical fields. Tenants can lease space and pay for services on a fee basis, or give the Center a share of the business, usually 10 to 20 percent. The center can direct the tenant to funding sources and OU faculty and their specializations.

Who Is Eligible

Anyone interested in developing a small firm, usually technical in nature, is eligible.

SMALL BUSINESS MANAGEMENT PROGRAMS

Ohio Department of Education (614) 466-3494
Division of Vocational and Career Education
65 S. Front Street, Room 915
Columbus, OH 43215

General Description

The Ohio Department of Education, Division of Vocational Education, working with many local public school systems, offers a successful program for small business owners.

(continued)

SMALL BUSINESS MANAGEMENT PROGRAMS-Continued

This 2-year program provides instruction in marketing and financial management and is designed to assist small business managers/owners in developing a marketing plan for the successful operation of their businesses.

Areas of instruction may include, but are not necessarily limited to, understanding business records, developing an income statement forecast, using short-term financing effectively, managing current assets, improving employee productivity, and applying principles of management.

Who Is Eligible

The enrollees in a Small Business Management Program are directly involved in entrepreneurship. The clients are usually full-time business operators with investments in inventory and possibly employing 1 to 50 people.

Ohio Locations

- Akron City Schools, Akron
- Alliance City Schools, Alliance
- Ashland County-W. Holmes Joint Vocational School, Ashland
- Ashtabula County Joint Vocational School, Jefferson
- Auburn Career Center, Painesville
- Belmont-Harrison Area Joint Vocational School, St. Clairsville
- Buckeye Joint Vocational School, New Philadelphia
- Columbiana County Joint Vocational School, Lisbon
- North Adult Education Center, Columbus
- Fort Hayes Career Center, Columbus
- Four County Joint Vocational School, Archbold
- Great Oaks Joint Vocational School, Cincinnati
- Greene County Joint Vocational School, Xenia
- Jefferson County Joint Vocational School, Bloomingdale
- Lordstown Local Schools, Warren
- Mahoning County Joint Vocational School, Mansfield
- Mansfield Madison High School, Mansfield
- Maplewood Joint Vocational School, Ravenna
- Medina County Joint Vocational School, Medina
- Montgomery County Joint Vocational School, Clayton
- Muskingum Area Joint Vocational School, Zanesville
- Ohio Hi-Point Joint Vocational School, Bellefontaine
- Penta County Joint Vocational School, Perrysburg
- Pioneer Joint Vocational School, Shelby
- Rocky River Schools, Rocky River
- Sandusky High School, Sandusky
- Southern State Community College, Wilmington
- Springfield Local High School, Akron
- Toledo City Schools, Toledo
- Tri-County Joint Vocational School, Nelsonville
- Tri-Rivers Joint Vocational School, Marion
- Trumbull County Joint Vocational School, Warren
- Upper Valley Joint Vocational School, Piqua
- Wayne County Joint Vocational School, Smithville

VOCATIONAL EDUCATION SERVICES

Ohio Department of Education
Division of Vocational and Career Education (614) 466-3430
65 S. Front Street, Room 907
Columbus, OH 43215

General Description

The Vocational Education Division of the Ohio Department of Education trains youth, postsecondary participants (technical), and adults for entry-level employment in agriculture, business education, marketing education, home economics-related occupations, and trade and industry occupation, including health education.

In addition, retraining and upgrading programs for adults already employed are offered. Training for the occupation of homemaking is provided for both youth and adults.

Entrepreneurship awareness concepts can be integral as part of any of these training programs, but greatest emphasis is provided in the agriculture production and marketing education programs. (Specific adult programs with entrepreneurship units are identified in this directory.)

Entrepreneurship activities and experiences are provided in a variety of ways through the programs of the vocational student organizations. For specific details ask for these program areas.

- Distributive Education Clubs of America (DECA) - Marketing Education
- Future Farmers of America (FFA) - Agriculture Education
- Future Homemakers of America/Home Economics Related Occupations (FHA/HERO) - Home Economics Education
- Office Education Association (OEA) - Business and Office Education
- Vocational Industrial Clubs of America (VICA) - Trade and Industrial Education

Who Is Eligible

Secondary, postsecondary (technical), and adult participants make up these programs.

Ohio Locations

All eighty-eight counties in Ohio have vocational education services.

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AGRICULTURAL EXPORT ASSISTANCE PROGRAM (OHIO DOD)

International Trade Division (614) 466-5017
Ohio Department of Development
P.O. Box 1001
Columbus, OH 43216

General Description

The purpose of the Agriculture Export Assistance Program is to address the international trade needs of Ohio's agricultural community. Traditionally, there has been an emphasis in manufacturing and industrial international trade. This program, through the International Trade Division, assists agribusinesses that are currently exporting as well as "new to export" agribusinesses.

An agricultural specialist assists Ohio companies export Ohio agricultural products by targeting specific agricultural products to specific countries; works as a liaison to the Ohio Department of Agriculture's Marketing Division and other agribusiness organizations; researches new markets for Ohio's agricultural products; and coordinates agriculturally related trade missions and trade shows.

Who Is Eligible

Any agriculture/agriculturally related business in Ohio is eligible to participate.

COMMUNITY IMPROVEMENT CORPORATION (OHIO DOD)

Ohio Department of Development (614) 466-4945
Small and Developing Business Division 1-800-282-1085
30 E. Broad Street
Columbus, OH 43215

General Description

There are over 200 Community Improvement Corporations in Ohio. These nonprofit development corporations approve projects for industrial revenue bond financing. Last year over $900 million worth of projects were approved through CIC's resulting in thousands of jobs.

Per chapter 1724 of the ORD, CIC's file annual reports of their activities with the Department of Development. The Department of Development's personnel assist existing CIC's in complying with this reporting requirement and also help communities establish new CIC's. Finally, the department sponsors a statewide economic development seminar annually to give CIC's officials instruction in Ohio's state-initiated incentive and financing programs.

DIRECT MINORITY LOAN PROGRAM (OHIO DOD)

Ohio Department of Development (614) 462-8019
Minority Business Development Division
30 E. Broad Street
Columbus, OH 43215

General Description

Authorized by House Bill 584 in 1982, this program was created to finance up to 40 percent of an eligible project belonging to a minority business. The maximum loan to a business is $100,000.

Loans can only be made for the purpose of purchasing or improving fixed assets such as land, building, equipment, and machinery. The borrower must come up with 60 percent of the financing need or gain a bank participation at that amount.

By law, the business must be 51 percent owned and controlled by a minority group/individual and certified by the State of Ohio's Equal Employment Opportunity Coordinator (EEO).

Loans will be reviewed by the Minority Development Financing Commission (formerly MDFAB) established under Senate Bill 227.

ECONOMIC DEVELOPMENT FINANCING PROGRAM (OHIO DOD)

Ohio Department of Development (614) 466-5420
Economic Development Financing Division
30 E. Broad Street
Columbus, OH 43215

General Description

This program was created to help Ohio businesses by providing direct loans or loan guarantees to qualified Ohio firms for the purchase and improvement of land, building, and/or equipment (fixed assets) in order to create jobs, stimulate growth and profits, and encourage public/private partnerships. The authorizing legislation states that one-half of the loans made must aid small businesses throughout the State of Ohio. Approximately $100 million from the sale of bonds will be available over the next 2 years for business loans.

The newly created Development Financing Advisory Board (DFAB) has the responsibility of reviewing "313" loan applications and assisting the director on the loan guarantee programs. (DFAB replaces the former Ohio Development Financing Commission and the Development Advisory Board.)

JOB TRAINING PARTNERSHIP ACT (JTPA)

Ohio Bureau of Employment Services (614) 466-3817
JTPA
145 S. Front Street
Columbus, OH 43215

General Description

The Job Training Partnership Act (JTPA) is the new Federal employment and training act implemented in October 1983. It gives States and localities substantial choice in the direction of employment and training policies. All States are divided into service delivery areas (SDAs). Each SDA appoints a Private Industry Council (PIC) that has decision-making authority over most of the JTPA monies and determines how the training funds are to be spent on the local level. PIC plans are developed under the guidance of the Governor's coordination and special services plan, prepared with the advice of the State Job Training Coordinating Council (SJTCC).

Seventy percent of the JTPA monies must be spent on training; the remaining 30 percent is divided between administrative costs and support services.

Title II contains the major monies for training and summer youth programs. PICs' will administer 78 percent of these training dollars and all of the summer youth monies. The State receives 22 percent of these training funds for a variety of purposes, but 8 percent of this is to be set aside for education and coordination grants. Of this education set-aside monies, 80 percent must be used to provide services to eligible participants through cooperative agreements. The remaining 20 percent is to be used for coordinating activities without a State match.

Forty percent of the training funds must be spent on youth programs (pre-employment skills training, entry-level employment experiences, and school-to-work transition assistance).

Title III funding is to be used for customized job training programs, counseling, and relocation assistance for displaced workers. This includes assistance to potential entrepreneurs.

Who Is Eligible

Economically disadvantaged and dislocated workers in need of training or retraining for employment are eligible for JTPA.

Ohio Locations

Thirty-one PICs are located in Ohio.

- Defiance
- Lima
- Troy
- Dayton
- Hamilton
- Cincinnati (2)
- Niles
- Toledo
- Marion
- Springfield
- Xenia
- Batavia

(continued)

JOB TRAINING PARTNERSHIP ACT (JTPA)-Continued

- Fremont
- Ravenna
- Mansfield
- Newark
- Columbus
- Chillicothe
- Portsmouth
- Elyria
- Youngstown (2)
- Cleveland (2)
- Akron
- Canton
- Ironton
- Painesville
- Ashtabula
- Steubenville

MINORITY BUSINESS CONFERENCE (OHIO DOD)

Small and Developing Business Division (614) 466-5700
Ohio Department of Development 1-800-282-1085
P. O. Box 1001
Columbus, OH 43216

General Description

The purpose of the Minority Business Conference, coordinated by the Small and Developing Business Division, is to give minority businesses the opportunity to come together and--

- discuss common problems and goals;
- learn about new minority business programs at the State, Federal, and local levels; and
- market their goods and services.

The conference is an annual event sponsored by the Small and Developing Business Division. The conference offers information on topics such as financial assistance, marketing strategies, and procurement services. In reference to procurement opportunities, an expo is set up for Government and minority/majority companies. This enables minority and majority concerns to have both contact on a one-to-one basis and business exposure.

Who Is Eligible

Any Ohio minority business is eligible to attend.

MINORITY BUSINESS DEVELOPMENT CENTERS

MBDA/Chicago Regional Office (312) 353-0182
55 E. Monroe Street
Suite 1440
Chicago, IL 60603

(continued)

General Description

The Minority Business Development Agency (MBDA) of the U.S. Department of Commerce supports 100 Minority Business Devleopment Centers (MBDC) nationally that provide the following types of assistance to minority business.

- General business information and referral services
- General business consulting
- Obtaining financial assistance
- Management and technical assistance
- Brokering Federal and corporate contract opportunities
- New business starts and business expansions
- Construction contracting and bonding assistance
- Technology commercialization
- Specialty assistance for larger firms
- State and local government assistance
- Business and industry association assistance

Who Is Eligible

Current and potential small business persons from minority groups are eligible for MBDC's services.

Ohio Locations

Ohio has four MBDC locations:

- Cincinnati MBDC
  Price Waterhouse
  1900 Central Trust Center
  Cincinnati, OH 45202
  (513) 621-1900
- Dayton MBDC
  Price Waterhouse
  350 Gem Plaza
  Dayton, OH 45402
  (513) 222-2100
- Columbus MBDC
  Price Waterhouse
  180 E. Broad Street (12 Fl)
  Columbus, OH 43215
  (614) 221-8500
- Cleveland MBDC
  City of Cleveland
  601 Lakeside Avenue
  Room 335
  Cleveland, OH 44014
  (216) 664-3533

MINORITY CONTRACTORS AND BUSINESS ASSISTANCE PROGRAM (OHIO DOD)

Small and Developing Business Division (614) 466-5700
Ohio Department of Development
P. O. Box 1001
Columbus, OH 43216

(continued)

MINORITY CONTRACTORS AND BUSINESS ASSISTANCE PROGRAM (OHIO DOD)-Continued

General Description

Minority Contractors and Business Assistance Programs, through the Small and Developing Business Division, have been set up in Akron, Columbus, Lima, Cincinnati, Dayton, Toledo and Youngstown. The programs offer varied assistance to minority businesses and contractors. This assistance includes management and technical assistance, procurement assistance, bid, loan and bond packaging, business education, training and awareness seminars, capital development, and exploration of business ownership opportunities. The directors of each program meet as a State executive committee to coordinate their efforts for minority businesses.

Who Is Eligible

Existing and developing Ohio minority businesses are eligible to participate.

MINORITY CONTRACTORS' CONSTRUCTION CONTRACT BONDS (OHIO DOD)

Ohio Department of Development (614) 462-8019
Minority Business Development Division
30 E. Broad Street
Columbus, OH 43215

General Description

The Minority Development Financing Commission has the authority to issue up to $10 million in construction contract bonds to minority businesses. In order to be eligible for the program, a business must have been rejected for bonding by at least two private companies and be certified as a minority business.

OFFICE OF LEGAL AND EXTERNAL AFFAIRS (OHIO DOD)

Ohio Department of Development (614) 466-5700
Small and Developing Business Division
30 E. Broad Street
Columbus, OH 43215

General Description

The purpose of the Legal and External Affairs Office is to provide legal assistance to the Small and Developing Businesses Division and the Minority Business Development Division. This service includes monitoring key Federal, State, and local laws that affect small and minority businesses. It conducts issues identification and legal research in special areas of business

(continued)

OFFICE OF LEGAL AND EXTERNAL AFFAIRS (OHIO DOD)-Continued

law and is responsible for developing and coordinating all contracted and consulting services. The administration and coordination of the State Minority Business Assistance Programs are also a function of this office. Additionally, it will sponsor local business seminars around the State.

OFFICE OF MANAGEMENT AND TECHNICAL SERVICES (OHIO DOD)

Ohio Department of Development (614) 466-5700
Small and Developing Business Division
30 E. Broad Street
Columbus, OH 43215

General Description

The purpose of the Office of Management and Technical Services is to provide management, financial, and marketing consulting to the businesses owned and operated by small and minority groups throughout the State of Ohio. The predominant areas of undertaking include management analysis through inventory control audits and operations and management audits; marketing research studies; bond packaging; loan packaging; joint negotiations with the lending institutions and suppliers; educational services in the areas of office organizations, accounting systems, operations management, marketing management, and business development.

OHIO DEPARTMENT OF DEVELOPMENT

30 E. Broad Street (614) 466-2480
P.O. Box 1001
Columbus, OH 43215

General Description

The Ohio Department of Development is dedicated to retaining jobs and creating new businesses in Ohio. In support of this effort, numerous programs have been developed that specifically support small business. See listings in this section for more detail.

OHIO DEPARTMENT OF TRANSPORTATION

Office of Human Resource Development (614) 466-1293
P.O. Box 899
Columbus, OH 43216

General Description

The Ohio Department of Transportation, Office of Human Resource Development, provides assistance to disadvantaged and women-owned business enterprises (DBE and WBE). Assistance is provided via a Federal grant contract in the areas of management, bidding, and technical assistance.

A series of five annual seminars are offered beginning in early December, with one on one business training seminar provided on an ongoing basis.

Who Is Eligible

Disadvantaged business enterprises (DBE) and women-owned business enterprises (WBE) that are certified to do business with the Ohio Department of Transportation are eligible for these services.

OHIO INDUSTRIAL TRAINING PROGRAM (OHIO DOD)

Ohio Department of Development (614) 466-4551
Economic Development Division
30 E. Broad Street
Columbus, OH 43215

General Description

The Ohio Industrial Training Program provides customized worker training to new and expanding business and industry. It is a cooperative program with the Department of Education. At the local level, 17 job training consortia represent chambers of commerce, vocational schools, technical colleges, and the community.

THE OHIO PROCUREMENT CLEARINGHOUSE (OHIO DOD)

Ohio Department of Development (614) 466-4945
Small and Developing Business Division
30 E. Broad Street
Columbus, OH 43215

(continued)

THE OHIO PROCUREMENT CLEARINGHOUSE (OHIO DOD)-Continued

General Description

The Ohio Procurement Clearinghouse assists Ohio's small business community in locating and bidding on Federal, State, local, and private sector contracts. The program will identify Federal contracts and research grants, establish a small business database, and actively seek firms to compete for awards and grants and assist them in the bid process. The Procurement Clearinghouse also provides information on Federal small business procurement programs and how to access the State of Ohio's procurement system.

ONE-STOP BUSINESS PERMIT CENTER (OHIO DOD)

Ohio Department of Development (614) 466-6993
Small and Developing Business Division
30 E. Broad Street
Columbus, OH 43215

General Description

The One-Stop Business Permit Center was established August 4, 1983, to provide direct help and advice regarding business permits, licenses, and approvals. The center serves as a central depository for all State business-related forms that can quickly be supplied to the public. The center also refers new or expanding businesses to State agencies, universities, and local or Federal agencies for technical, financial, or managerial assistance.

The One-Stop Business Permit Center is open from 8 a.m. to 5 p.m. on business days and can be reached toll free at 1-800-248-4040.

SMALL BUSINESS AGRICULTURAL PROGRAM (OHIO DOD)

Ohio Department of Development (614) 466-6593
Small and Developing Business Division
30 E. Broad Street
Columbus, OH 43215

General Description

The Small Business Agricultural Program was created to assist small business with domestic and foreign markets in coordination with the Ohio Department of Agriculture. Some of the activities include providing a synopsis of the Department of Development and the Small Business Administration funds available to assist small agricultural businesses, assisting the Department of Agriculture in compiling the Ohio Agricultural Export Director, establishing the Governor's Agricultural Export Award to recognize Ohio's outstanding companies, and identifying opportunities for agricultural sales through the small and developing businesses procurement center.

SMALL BUSINESS ENTERPRISE CENTERS (OHIO DOD)

Ohio Department of Development 30 E. Broad Street Columbus, OH 43216	(614) 466-4945 800-282-1085

General Description

The area Small Business Enterprise Center (SBEC) is designed to provide comprehensive service to small business at the local level and to establish a structure for direct local involvement in the Department of Development's efforts to retain jobs and assist in creating new business in Ohio. The SBECs operate in cooperation with local Chambers of Commerce, universities, colleges, trade associations, private industry councils, and other private and public small business resources. The SBEC provides local one-stop shopping for Ohio small businesses. All necessary tools for assisting small business are under one umbrella.

Centers provide access to organizational, financial, marketing, and technical expertise. Centers also supply information on small business development opportunities. Specialized services offered through some enterprise centers include procurement assistance, accelerated management assistance, seed and venture capital sources, and incubator facilities.

Centers have access to state finance and grant program capabilities, the Ohio Technical Transfer Organization, as well as other small business initiatives of the Ohio Department of Development (see description of others in this section).

Who Is Eligible

Anyone interested in starting a new business or obtaining help for an existing business is eligible.

Ohio Locations

- Akron
- Athens
- Brookpark
- Cleveland
- Columbus
- Dayton
- Elyria
- Logan
- Lorain
- Marietta
- New Philadelphia
- Piqua
- Portsmouth
- Southpoint
- St. Clairsville
- Toledo
- Xenia

SMALL BUSINESS EXPORT ASSISTANCE OFFICE (OHIO DOD)

Ohio Department of Development (614) 466-6593
Small and Developing Business Division
30 E. Broad Street
Columbus, OH 43215

General Description

The Ohio Department of Development has established the Small Business Export Assistance Office to increase small business participation in international trade by providing management and technical assistance. This office will coordinate the export assistance resources within the State and develop programs to stimulate awareness of export opportunities.

SMALL BUSINESS REVITALIZATION PROGRAM (OHIO DOD)

Ohio Department of Development (614) 466-1085
Small and Developing Business Division 1-800-282-1085
30 E. Broad Street
Columbus, OH 43215

General Description

The Small Business Revitalization Program is a joint effort of the Ohio Department of Development, the U.S. Small Business Administration, and the U.S. Department of Housing and Urban Development. The first purpose of this effort is to train economic development professionals. The second purpose is to track good financial deals through the financial aid system. The third purpose is to provide technical assistance on packaging individual deals. The National Development Council is the providing agency by contract for many of these services.

SMALL BUSINESS OFFICE (OHIO DOD)

Ohio Department of Development (614) 466-4945
Small and Developing Business Division 1-800-282-1085
30 E. Broad Street
Columbus, OH 43215

General Description

The Small Business Office provides a number of services to aid small businesses. Any business seeking assistance in dealing with a State agency should contact the Small Business Office. Any small business that is considering expansion ought to contact this office for guidance on where to go for State assistance including financial loan programs. Through the toll-free number, this office provides entree into all the State small business assistance programs.

THOMAS ALVA EDISON PARTNERSHIP PROGRAM (OHIO DOD)

Ohio Department of Development 30 E. Broad Street Columbus, OH 43215	(614) 466-2480

General Description

The Thomas Alva Edison Partnership Program was established by the Ohio legislature in 1983 under the Innovative Research Financing Program. Its objective is to promote the welfare of the people of Ohio by encouraging the interaction of the business and industrial community and Ohio educational institutions to stimulate the development of new technology.

Funds will be provided for cooperative research projects that bear a tangible relationship to a product or process with a future potential for commercialization and production in Ohio. Eligibility for funding is limited to cooperative research projects involving an industrial cosponsor(s), an Ohio public or private educational institution or department, college, institute, faculty member, or other related entity.

Proposals dealing with scientific and engineering problems that could eventually lead to significant public benefit within Ohio are encouraged. Likewise, entrepreneurship on the part of university researchers in seeking out an industrial cosponsor and on the part of industry in seeking out opportunities in Ohio's academic community to research and develop new technologies is encouraged.

U.S. DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE ADMINISTRATION

International Trade Administration 10504 Federal Building 550 Main Street Cincinnati, OH 45223	(513) 684-2944
International Trade Administration Room 600 666 Euclid Avenue Cleveland, OH 44114	(216) 522-4750

General Description

The International Trade Administration is the organization within the Federal Government charged with promoting, exporting, and assisting U.S. companies and individuals doing business in the world economy. Counseling, referrals, training, and speakers are available at no cost. Both bulk and single copy materials as well as audiovisuals are also available free.

U.S. SMALL BUSINESS ADMINISTRATION (SBA)

Small Business Administration (614) 469-5548
85 Marconi Boulevard
Columbus, OH 43215

Small Business Administration (614) 522-4195
1240 E. Nineth Street
Cleveland, OH 44199

Small Business Adminstration (513) 684-2814
Room 5028
550 Main Street
Cincinnati, OH 45202

General Description

The U.S. Small Business Administration is a Federal agency whose sole purpose is to aid, assist, and counsel small businesses. SBA has programs in finance, government procurement, and management assistance for small businesses. SBA sponsors SBI (Small Business Institute), a university consulting service, and SCORE/ACE (Service Corps of Retired Executives/Active Corps of Executives), an organization of retired business owners offering free business counseling, and works with organizations providing small business training. SBA has available publications, speakers, films, and program materials at no cost.

WORLD TRADE GROUP (OHIO DOD)

International Trade Division (614) 466-5017
Ohio Department of Development
P.O. Box 1001
Columbus, OH 43216

General Description

The International Trade Division's World Trade Group has trade specialists who will provide Ohio firms with timely and significant information on the international market. The specialist will give assistance in marketing strategy, project/product evaluation and analysis, agent/distribution selection, and various other export-related services.

Who Is Eligible

All Ohio businesses are eligible to participate.

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AMERICAN BUSINESS WOMEN'S ASSOCIATION

881 E. Cooke Road (614) 267-8693
Columbus, OH 43224

General Description

This organization for professional businesswomen promotes professional, educational, cultural, and social advancement of businesswomen. Services include counseling, information referral, and bulk and single copy materials.

AMERICAN JERSEY CATTLE CLUB

2105-J S. Hamilton Rd. (614) 861-3636
Columbus, OH 43227

General Description

This dairy cattle breed registry association registers jersey cattle and serves the dairy farmer.

AMERICAN METAL STAMPING ASSOCIATION

27027 Chardon Road (216) 585-8800
Richmond Heights, OH 44143

General Description

The American Metal Stamping Association is a trade association of producers of metal stamping, spinning, washers, and fabricated parts and suppliers of equipment to the industry. Its purpose is to inform the people about trends in the industry and to act in Government litigation, legal consultation, legislative action, and political activism.

Services include regional seminars, statistical information, publications, international influence, training, and representing the $27 billion metal-stamping industry.

THE AMERICAN WOMEN'S ECONOMIC DEVELOPMENT CORPORATION

60 E. 42nd Street (800) 222-AWED
New York, NY 10165 (2933)

(continued)

THE AMERICAN WOMEN'S ECONOMIC DEVELOPMENT CORPORATION- Continued

General Description

This organization provides seminars and counseling especially for women entrepreneurs in New York, as well as phone counseling nationwide.

ARCHITECTS SOCIETY OF OHIO

21 E. State Street
Suite 730
Columbus, OH 43215

(614) 221-1900

General Description

Architects Society of Ohio is a nonprofit professional service organization that acts as an information center for architects and contractors. Services include lobbying, developmental seminars, recognition and awards to outstanding architects, speakers, publications, audiovisuals, information referrals, and documentaries.

ARCHITECTURAL METAL MANUFACTURERS OF OHIO

Mack Iron Works
124 Warren Street
P.O. Box 93
Sandusky, OH 44870

(419) 626-3712

General Description

The services of the Architectural Metal Manufacturers of Ohio are oriented toward persons within the architectural metal products field. Members include manufacturers and suppliers, and persons involved with erection of project and structural steel. Members meet periodically to discuss and receive information useful to them in their daily operations. Speakers are also brought in to present topics such as new tax laws affecting the industry and the use of personal computers in a small business setting.

(LOCAL) AREA SMALL BUSINESS ASSOCIATION

Toledo Area
218 N. Huron
Toledo, OH 43604

(419) 255-1726

(continued)

(LOCAL) AREA SMALL BUSINESS ASSOCIATION-Continued

General Description

This small business service organization encourages and maintains free enterprise. It serves some large but mostly small businesses. Services include a clearinghouse for SBA information and counseling and speakers with costs only to recover expenses.

ASSOCIATED BUILDERS AND CONTRACTORS

Central Ohio Chapter (614) 895-7777
685 N. Hamilton Road
Columbus, OH 43219

General Description

The Associated Builders and Contractors is a merit shop association dedicated to the education of people to be productive and efficient builders and contractors. The association is used as a vehicle for training people to go out into the work field.

An apprenticeship program is one of the key activities of this organization. Other educational services include a 12-hour management seminar that is held each December.

ASSOCIATED CREDIT BUREAUS OF OHIO, INC.

309 Court Street (513) 863-7500
P.O. Box 956
Hamilton, OH 45012

General Description

This small business organization provides credit reports and acts as a collection service for Butler County businesses. Services include computerized information for other areas and public record information from the courthouse.

ASSOCIATED GENERAL CONTRACTORS, OHIO BUILDING CHAPTER

50 W. Broad Street — (614) 464-3364
Columbus, OH 43215

General Description

This trade association acts as a liaison between general contractors in Ohio and the State legislature and State agencies. Services include providing pamphlets to members. A mailing list of interested professors at local universities has been maintained in the past also.

AUTOMOTIVE SERVICE COUNCILS OF OHIO, INC.

904 S. High Street — (614) 443-4864
Suite 2B
Columbus, OH 43206

General Description

Automotive Service Councils serve several basic needs of Automotive service facilities. Included in its primary objectives are these:

- To secure and promote member benefits, improve conditions, elevate standards, increase industry cooperation, and support safety and protection for the motorist
- To promote favorable legislation and oppose that which would prove harmful
- To correct abuses within the industry
- To inform and educate members regarding business methods, effective shop operation, and technical advances

Additional services include technical information and management seminars, general information, and speakers.

Who Is Eligible

Regular members consist of any owner or operator of a firm whose majority business is automotive service and who agrees to abide by the ASC Code of Ethics and regulations of the association.

Allied members consist of individuals or firms representing trades allied with the automotive service business and who agree to abide by the ASC Code of Ethics and regulations of the association.

Affiliate members consist of organizations or groups engaged in automotive vocational or other related automotive service areas.

BETTER BUSINESS BUREAU OF OHIO

P.O. Box 1495 (216) 744-3111
Youngstown, OH 44501

General Description

This is a nonprofit organization that helps settle disputes between consumers and businesses without legal proceedings. Services include pamphlets such as "Tips on Buying a New Home" and an arbitration program if disputes are not resolved that acts as a kind of small claims court.

BUILDERS EXCHANGE OF CENTRAL OHIO

1175 Dublin Road (614) 486-9521
Columbus, OH 43215

General Description

This is a trade association that has members who are in the commercial construction industry and that acts as an advocate for the industry and collects and distributes information to its members. Services include counseling, information referral, training, speakers, publications, and audiovisuals.

BUILDING AND CONSTRUCTION TRADES COUNCIL OF OHIO

236 E. Town Street (614) 221 3682
Columbus, OH 43215

General Description

This trade association represents different unions that make up its membership. Its purpose is to act as a legislative representative and to handle general problems.

CHAMBER OF COMMERCE EXECUTIVES OF OHIO

Lima Area Chamber of Commerce (419) 222-6045
53 Town Square
Lima, OH 45801

(continued)

CHAMBER OF COMMERCE EXECUTIVES OF OHIO-Continued

General Description

This organization is a trade association of businesses, new industry, and resident memberships with the goal of working together for community and economic betterment of business industries and professional people. Services include assistance to new business and industry, statistics and community information, seminars, safety programs, newsletters, maps, apartment listings, brochures, and business listings.

COMMUNITY BANKERS ASSOCIATION OF OHIO

8 E. Broad Street
4th Floor
Columbus, OH 43215

(614) 461-8124

General Description

This trade association supports independent banks in the State of Ohio. The main purpose of the association is to help promote and provide services to locally owned independent banks and to companies that provide services to those banks. Services include information referral, counseling, and publications to members.

COMPRESSED AIR AND GAS INSTITUTE

1230 Keith Building
Cleveland, OH 44115

(216) 241-7333

General Description

This trade association has members who are compressor manufacturers. Its purpose is to set standards and to prepare writings and engineering data for the compressor industry. Services include providing statistical information for members; monitoring the Government; and providing educational films, pamphlets, and publications.

CONSUMER ECONOMIC EDUCATION ASSOCIATION OF OHIO

65 S. Front Street (614) 462-6810
Room 912
Columbus, OH 43215

General Description

This network involves individuals from business and industry, organized labor, government, and education who are interested in increasing consumer and economic understanding. Inservice training is provided by members and a newsletter is provided as a linkage to the membership.

Who Is Eligible

Any individual interested in promoting consumer and economic understanding is eligible for training.

Ohio Locations

Membership in the association is statewide.

EMPLOYERS' ASSOCIATION OF TOLEDO

5237 Renwyck Drive (419) 531-1621
Suite 7
Toledo, OH 43615

General Description

This nonprofit organization serves management in the field of employer-employee relations. Membership consists of small and large businesses. The Employers' Association provides accurate, actual, and timely information concerning wages and fringe benefits to its members ascertained by surveys, polls, and studies. Other services include surveys and seminars.

(LOCAL) EMPLOYMENT AND EDUCATION COMMISSION

Franklin County Commission (614) 464-1970
37 N. High Street
Columbus, OH 43215

General Description

The Employment and Education Commission is a nonprofit educational organization that services the business community, local agencies, educational institutions, and economically disadvantaged youth. The primary purpose of the commission is to develop policies and coordinate the service delivery

(continued)

(LOCAL) EMPLOYMENT AND EDUCATION COMMISSION-Continued

of programs that respond to the employment needs of unemployed people. It also provides a linkage to the private sector for youth employment, business-industry partnership programs, and agencies involved in employment and training functions. Services at no cost include information referral, training speakers, planning and coordination, and information dissemination.

THE ENTREPRENEURSHIP INSTITUTE

3592 Corporate Drive
Suite 100
Columbus, OH 43229

(614) 895-1153

General Description

Organized in 1976, The Entrepreneurship Institute (TEI) is an independent, nonprofit organization that assists and encourages entrepreneurship and new enterprise development. Since its inception, TEI has held Community Entrepreneurial Development Projects in key cities in the Midwest, South and Southwest.

Assisting entrepreneurs to create innovative high-growth companies through participation in Community Entrepreneurial Development Projects is the primary mission of The Entrepreneurship Institute. By bringing together the financial, legal, and community resources that are essential to the success of new and young companies, TEI provides a unique service by linking the new entrepreneur into the local business and professional network.

FLEXIBLE PAVEMENT, INC.

P.O. Box 16186
20 S. Front Street
Columbus, OH 43216

(614) 221-5402

General Description

This trade association represents the asphalt-paving industry of Ohio. Members are those involved in any facet of the asphalt industry, from equipment operators and manufacturers, testing laboratories, and contractors, to bonding and oil companies. Services include slides, films for educational purposes, brochures, and acting as a liaison between contractors and subdivisions or the Department of Transportation.

FORGING INDUSTRY ASSOCIATION

55 Public Square
Room 1121
Cleveland, OH 44113

(216) 781-6260

General Description

This trade foundation funds 19 universities and technical schools with small grants through its educational and research department. Members are from forge or equipment companies. Services include educational programs for members and their children, technical conferences, reports, research and development assistance, and speakers.

FURNITURE RENTAL ASSOCIATION OF AMERICA

6130 Sunbury Road
Suite C
Westerville, OH 43081

(614) 895-1273

General Description

This is a trade association for furniture rental showroom owners throughout the country. Services include lobbying, a brochure of members, and newsletters to members.

HYDRAULIC INSTITUTE

14600 Detroit Avenue
Cleveland, OH 44107

(216) 226-7700

General Description

This is a nonprofit organization for the hydraulic pump industry. Its objectives are to develop and publish pump standards, to collect and distribute information to members and the users of pumping equipment, to provide representation for its members with government agencies and other groups in matters pertaining to the industry, to encourage members to upgrade their products and services continually, to conduct cooperative education and basic research activities, and to promote the common and lawful interests of its members as a group. The Institute does not engage in business for profit or perform particular services for members or individuals. Services include publications and free films.

INDEPENDENT INSURANCE AGENTS

1330 Dublin Road
P.O. Box 758
Columbus, OH 43216

(614) 464-3100

General Description

The Independent Insurance Agents provides State affiliation for owners of Independent Insurance Agencies. Services include counseling, information referral, and bulk and single copy materials.

INDUSTRIAL FASTENERS INSTITUTE

1505 E. Ohio Building
Cleveland, OH 44114

(216) 241-1482

General Description

This trade association represents manufacturers of fasteners in North American industry. Services include annual meetings for members, speakers, and publication of The Fastener's Standards Book and a metric standards book.

INSURANCE FEDERATION OF OHIO

21 W. Broad Street
Columbus, OH 43215

(614) 464-2444

General Description

This is a trade association, with a membership of approximately 60 companies, that represents property and domestic casualty before the Ohio State Legislature.

INDUSTRIAL INFORMATION INSTITUTE

6219 Market Street
Youngstown, OH 44512

(216) 758-2339

General Description

This nonprofit, privately supported by corporate and foundation funds, is an educational organization that works with schools in the field of economic

(continued)

INDUSTRIAL INFORMATION INSTITUTE-Continued

education. It acts as a liaison between educators, students, and business. Services include tours of industry, speakers, seminars, film library, and an industry-education council.

IRON CASTINGS SOCIETY

455 State Street
Des Plaines, IL 60016
(312) 299-9160

General Description

This trade association of iron-casting foundries in the United States and in Canada has about 200 members for which it provides management services. Other services include lobbying, training films, consulting, publications, market research surveys, a forecasting service, a users' directory of members, and the Iron Castings Handbook.

MANUFACTURERS' ASSOCIATION OF EASTERN OHIO AND WESTERN PA

1160 E. Market Street
Warren, OH 44483
(216) 394-1523

General Description

The Manufacturers' Association is a voluntary, unincorporated, nonprofit business league whose major function is to promote and protect the interests of the manufacturers in eastern Ohio and western Pennsylvania. A few of the services and information this association makes available to its members include--

- The News Bulletin, a bimonthly publication;
- Accident Prevention Campaign;
- management training and development programs; and
- new labor agreement data.

Ohio Locations

Counties served in Ohio include Ashtabula, Columbiana, Mahoning, and Trumbull.

NATIONAL ASSOCIATION OF THEATRE OWNERS OF OHIO

1024 Dublin Road
Columbus, OH 43215
(614) 488-3904

General Description

This trade association for theatre owners promotes cooperation and secures the protection of its members, raises standards of motion picture films and businesses, secures fair and equitable treatment, and secures reasonable insurance rates; fosters favorable legislation, and gives attention to minor and major matters, for the purpose of further supporting the best interest of its members. Services include speakers.

NATIONAL FASTENER DISTRIBUTORS ASSOCIATION

3094 Cressing Place
Columbus, OH 43227
(614) 237-0252

General Description

This trade association of manufacturers, importers, and distributors of the industrial fastener industry serves to educate the members and the public, better the industry, and communicate with legislators. Services include educational programs, seminars, and legislative representation.

NATIONAL FEDERATION OF INDEPENDENT BUSINESS

50 W. Broad Street
Suite 1610
Columbus, OH 43215
(614) 221-4107

General Description

This is a National affiliation for small business owners. Its purpose is to promote the well-being of small independent businesses by improving the economic climate in which they exist and to promote and protect the free enterprise system through support to small business. Services include free bulk and single copy materials.

NATIONAL WATER WELL ASSOCIATION

500 W. Wilson Bridge Road (614) 846-9355
Worthington, OH 43085

General Description

This is a trade and professional nonprofit organization for all facets of the water well business with education as its main objective. Services include a ground water technological division, 5 magazines and conferences for its nearly 8,000 members.

NATIONAL FOREST PRODUCTS ASSOCIATION

41 Crosswell Road (614) 268-1436
Columbus, OH 43214

General Description

This is a trade association of wood product manufacturing concerns in the Nation. Its purpose is to increase and advance the acceptance and use of wood products. Services include speakers for students and architects on products, methods, and systems in use today.

NORTHAMERICAN HEATING AND AIRCONDITIONING WHOLESALERS ASSOC.

1389 Dublin Road (614) 488-1835
P.O. Box 16790
Columbus, OH 43216

General Description

This is a trade association of heating and airconditioning wholesalers and manufacturing associate members that acts as a club of wholesale distributors who have common interests in promoting legitimate wholesaling. Services include publications, conventions, and educational courses in sales and heating and airconditioning.

OHIO AFL-CIO

271 E. State Street (614) 224-8271
Columbus, OH 43215

(continued)

OHIO AFL-CIO-Continued

General Description

This is a State federation of labor that represents workers and is supported by local unions. It is chartered by the National AFL-CIO. Services include public relations, community services, lobbying, and leadership in the civil services area.

OHIO AGGREGATES ASSOCIATION

20 S. Front Street Columbus, OH 43215	(614) 224-2717

General Description

This nonprofit trade association is for the aggregate industry. It has its National association in Washington. Services include counseling, information referral, training, speakers, publications, and lobbying for members.

OHIO AGRICULTURAL MARKETING ASSOCIATION

35 E. Chestnut Columbus, OH 43216	(614) 225-8795

General Description

This is a nonprofit service organization for farmers who are Farm Bureau members. It is the marketing arm for farm market divisions. Services include farmer computer information, advice service recordings, managerial/secretarial services, counseling, publications, and some educational services.

OHIO ASSOCIATION OF CONSULTING ENGINEERS

445 King Avenue Columbus, OH 43215	(614) 424-6643

General Description

This is a trade association that represents engineering firms and private engineers and advances the engineering industry. Services include publications, legislative representation, and educational seminars to its members.

OHIO ASSOCIATION OF CONVENIENCE STORES

50 W. Broad Street (614) 221-7833
Columbus, OH 43215

General Description

This is a trade association that represents the owners of major chain convenience stores and suppliers. Services to members include lobbying, public relations, educational seminars, supervisory management training, and annual trade shows.

OHIO ASSOCIATION OF FARM AND POWER EQUIPMENT RETAILERS

P.O. Box 146 (614) 889-1309
Dublin, OH 43017

General Description

This association was established and is maintained to promote the general welfare of farm and/or power equipment retailers; to foster cooperation and fair practices between manufacturers, distributors, retailers, and customers; to encourage and support equitable practices and methods within the industry; to aid in the commercial and industrial advancement of farm and/or power equipment retailers; to compile and disseminate information, data, and knowledge to its members; and to aid and protect its members in any and all of their proper business relations. Services include counseling, information referral, training, speakers, and resource materials.

Who Is Eligible

Light industrial dealers, farm equipment dealers, and lawn and garden dealers are eligible for services.

OHIO ASSOCIATION OF MUTUAL INSURANCE COMPANIES

1685 Cleveland Road (216) 262-9060
Wooster, OH 44691

General Description

The purpose of the association is to help smaller farm mutual associations in their daily operations. Seminars are provided for members three to four times per year. Some examples of past workshops presented include--

(continued)

OHIO ASSOCIATION OF MUTUAL INSURANCE COMPANIES-Continued

- roundtable discussions,
- financial planning and record keeping, and
- adjusting claims.

Printed material is also made available to members at purchase price.

OHIO ASSOCIATION OF PERSONNEL CONSULTANTS

P.O. Box 491
Dublin, OH 43017
(614) 766-1553

General Description

This trade association is made up of eight local associations for licensed private placement agencies, from secretarial, to professional recruiting, to executive searches. The purpose of the association is to provide a code of ethics that members are encouraged to follow. Services include training seminars, State conventions, and training and certification for members continuing education, legislative protection, and National certification.

OHIO ASSOCIATION OF REALTORS

200 E. Town Street
Columbus, OH 43215
(614) 228-6675

General Description

This trade association services all realtors in Ohio. Services include meetings for educational purposes, audiovisuals, bulk materials, and speakers.

OHIO ASSOCIATION OF SOLAR ENERGY INDUSTRIES

50 W. Broad Street
Columbus, OH 43215
(614) 461-9323

General Description

This small trade association of solar energy industry businesses acts as a network coordinator. Services include counseling, training, speakers, information referral, publications, and audiovisuals.

OHIO ASSOCIATION OF TOBACCO

16 E. Broad Street (614) 224-3435
Columbus, OH 43215

General Description

This is a trade association for wholesale tobacco and candy distributors and allied products for the purpose of protecting, promoting, and further supporting the industry. Services include legislative activity, development of programs that are cost effective, problem solving and goal setting, information to the public such as smoking and health information, educational programs, and seminars.

OHIO AUTOMOBILE DEALERS ASSOCIATION

30 S. Young Street (614) 228-6873
Columbus, OH 43215

General Description

This trade association for dealers in new cars and trucks services the OADA. Services include product sales to dealers, third party litigation services that save on disputes between dealers and consumers, and other general services to members.

OHIO AUTOMOTIVE WHOLESALERS ASSOCIATION

1560 Fishinger Road (614) 451-0573
Columbus, OH 43221

General Description

This is a trade association of auto parts stores. Services include insurance, credit, audiovisuals, and speakers for members.

OHIO BAKER'S ASSOCIATION

50 W. Broad Street, Suite 1616 (614) 221-7833
Columbus, OH 43215

General Description

This trade association develops, protects, and promotes the baking industry in Ohio. Members consist of retail, allied, and wholesale bakers. Services include lobbying, seminars, and bulletin services.

OHIO BANKERS ASSOCIATION

51 N. High Street
Columbus, OH 43215
(614) 221-5121

General Description

This is a trade association for commercial banking in Ohio. Services include lobbying, education training for employees, and information referral.

OHIO BEEF MARKETING PROGRAM

6649 N. High Street
P.O. Box 377
Worthington, OH 43085
(614) 846-1602

General Description

The purpose of the Ohio Beef Marketing Program is to provide research, education, and promotion to consumers about Ohio's beef industry.

It serves consumers, educators, media, and livestock producers through free speakers, bulk materials, free single copy materials, and audiovisuals for purchase.

OHIO BUS ASSOCIATION

21 E. State Street
Suite 1016
Columbus, OH 43215
(614) 221-1498

General Description

This trade association acts as the outreach arm for motor carriers who are its members. Services include taking care of time schedules, information referral, training, speakers, publications and legislative representation.

OHIO CABLE TELEVISION ASSOCIATION

50 W. Broad Street
Columbus, OH 43215
(614) 461-4014

(continued)

OHIO CABLE TELEVISION ASSOCIATION-Continued

General Description

This trade association provides its members with services. Members are those in the cable television industry.

OHIO CHAMBER OF COMMERCE

17 S. High Street
Columbus, OH 43215
(614) 228-4201

General Description

The Ohio Chamber of Commerce serves all businesses through State affiliation and promotes the free enterprise system in the State of Ohio. Services include free information referral and costs for counseling, speakers, and bulk and single copy materials.

In addition to the State Chamber of Commerce, local community chambers provide similar services to local businesses, schools, and the general public.

OHIO CLEANERS ASSOCIATION

21 E. State Street
Columbus, OH 43215
(614) 228-4484

General Description

This organization represents people in the professional cleaning business with concerns for education, service, and legislation. Services include counseling, information referral, and bulk and single copy materials.

OHIO COAL AND ENERGY ASSOCIATION

21 E. State Street
Suite 1100
Columbus, OH 43215
(614) 228-5423

General Description

This trade association's membership consists of coal operators or anyone involved in the mining industry. Services include legal assistance, meetings, and newsletters.

OHIO CONTRACTORS ASSOCIATION

1328 Dublin Road (614) 488-0724
P.O. Box 959
Columbus, OH 43216

General Description

This is a trade association that represents heavy highway contractors as well as associate members by working with them in such areas as sewer, steel, concrete, and landscape. Services include information referral, training, speakers, publications, group insurance programs, safety division workshops and seminars, labor relations, counseling about laws, and educational programs for members.

OHIO COUNCIL OF AGRICULTURE

2663 Scott Court (614) 221-1200
Grove City, OH 43123

General Description

The Ohio Council of Agriculture is composed of individuals and representatives of organizations that are interested in agriculture.

Purposes include providing educational programs for members, including a forum for members to exchange ideas, coordinate activity, and achieve a better understanding of agriculture.

The council is a charitable and research information gathering organization. It stresses educational needs of youth and adults at all levels of agriculture education.

OHIO COUNCIL OF FARMER COOPERATIVES, INC.

P.O. Box 607 (419) 447-6262
Tiffin, OH 44883

General Description

The Ohio Council of Farmer Cooperatives is a drawing together of agricultural cooperatives in the State of Ohio. Members meet periodically with the purpose of providing education regarding the cooperative way of doing business.

There are 15-20 major cooperatives that are members including the Ohio Cooperative Milk Producers Federation, Ohio Wool Growers Cooperative, and Ohio Farm Bureau.

OHIO COUNCIL OF RETAIL MERCHANTS

50 W. Broad Street (614) 221-7833
Columbus, OH 43215

General Description

This group of trade associations provides services to its members including public relations to the retail industry. Services include computerized billing, information referral, lobbying, and education for members.

Who Is Eligible

Ohio retailers are eligible for membership.

OHIO DAIRY PRODUCTS ASSOCIATION

1429 King Avenue (614) 486-6000
Columbus, OH 43212

General Description

This trade association develops and promotes increased consumption of dairy products, works in the public's interest by cooperating with government agencies and dairy interest groups in industry, provides programs to improve the quality of dairy products, and undertakes and engages in any and all activities that enhance the efficiency and business standards of the dairy processing industry in Ohio. Members are the dairy processing companies in Ohio. Services include research, continuing education, speakers, and seminars.

OHIO ENVIRONMENTAL COUNCIL

1500 W. Third Avenue (614) 486-4055
Columbus, OH 43212

General Description

This nonprofit federation of organizations' purpose is to teach environmental education to the public. Services include information referral, speakers, and training.

OHIO EQUIPMENT DISTRIBUTORS ASSOCIATION

P.O. Box 116
Dublin, OH 43017
(614) 889-2314

General Description

This nonprofit organization serves to further the education of Ohio equipment distributors. Services include speakers, safety programs, legal advice, and films for other organizations on such subjects as safety and law enforcement to identify and recover stolen equipment.

OHIO FARM BUREAU FEDERATION

35 E. Chestnut Street
P.O. Box 479
Columbus, OH 43216
(614) 225-8911

General Description

This membership organization promotes the welfare of agriculture in general by promoting education and economic self-help and by raising rural standards of living. Members are farmers and those with agricultural interests. Services include speakers and educational programs to promote agriculture interests in the classroom.

OHIO FERTILIZER & PESTICIDE ASSOCIATION, INC.

6877 N. High Street
P.O. Box 151
Worthington, OH 43085
(614) 885-1067

General Description

This is a trade association for fertilizer and pesticide dealers in Ohio. Its members range from large chemical companies to small fertilizer blender companies. The purpose of the association is to provide information of fertilizer and pesticide safety, to provide land grants to colleges and government agencies, to encourage a supportive legislative climate, educational programs and research, and cooperative with related industries. Services include seminars, conferences, workshops, and safety programs.

OHIO FLORISTS ASSOCIATION

2001 Fyffe Court (614) 422-8200
Columbus, OH 43210

General Description

This association provides State and National affiliation for owners of all types of businesses related to floriculture. Its purpose is providing useful information relating to growing and marketing florist crops. Services include counseling, information referral, and bulk and single copy materials. An annual conference provides members with an opportunity to learn about new developments in the industry.

OHIO FORESTRY ASSOCIATION

665 E. Dublin-Granville Road (614) 846-9456
Suite 205
Columbus, OH 43229

General Description

This nonprofit organization offers membership to the forestry industry and conservation-minded people. Services include landowner clinics, forestry camps, tree farm programs, and speakers.

OHIO 4-H

2120 Fyffe Road (614) 422-5936
Columbus, OH 43210

General Description

This nonprofit organization provides young people from ages 9 through 18 with opportunities to learn life skills in an out-of-school educational study program with emphasis on agriculture, home economics, natural resources, leadership, and citizenship and responsibility for one's own actions. 4-H is part of USDA, OSU, and county government. Services include publications free of charge and advisor training.

OHIO GRAIN AND FEED ASSOCIATION

P.O. Box 151 (614) 885-4429
Worthington, OH 43085

General Description

The Ohio Grain and Feed Association is a trade association serving agricultural business persons. Educational programs are presented in late spring and early fall in cooperation with the Ohio Department of Agriculture. Topics presented include safety schools and management schools.

In addition, a yearly agribusiness management series is offered, as well as a trade show that provides members with exposure to new products and technologies.

Who Is Eligible

Rural agricultural businesses with an emphasis on grain, feed, and fertilizer films are eligible for these services.

OHIO HARDWARE ASSOCIATION

P.O. Box 1828 (614) 486-5278
Columbus, OH 43216

General Description

This State trade association for hardware merchants and suppliers helps make better hardware merchants. Services include over 75 special services such as accounting services, Visa and Mastercard, group insurance, a one-of-a-kind hardware show in Columbus, legislative representation, designs and development programs, site and traffic surveys, building layouts, lists of wholesalers, and revisions for hardware stores.

OHIO HOME BUILDERS ASSOCIATION

16 E. Broad Street (614) 228-6647
12th Floor
Columbus, OH 43215

General Description

This is a trade association of builders and associate members who are involved in the home-building industry, such as architects and plumbers. It acts as a legislative representative. Services include lobbying, newsletters, and magazines concerning legislation.

OHIO HOSPITAL ASSOCIATION

21 W. Broad Street
Columbus, OH 43215

(614) 221-7614

General Description

This trade association represents hospitals to the public and to the Government. Everyone in a hospital is a member. Services include larqe, formal educational programs for members and staff, speakers, and administration management and financial programs.

OHIO HOTEL & MOTEL ASSOCIATION

21 E. State Street
Columbus, OH 43215

(614) 224-9843

General Description

This trade association for hotel and motel owners and associate members acts as an informational liaison between the State and National association. Services are provided to members only through the National association.

OHIO INSURANCE INSTITUTE

513 E. Rich Street
P.O. Box 632
Columbus, OH 43215

(614) 228-1593

General Description

This trade association for auto and casualty insurance companies serves to help educate the public regarding insurance. Services include films, speakers for civic organization and high schools, and seminars for teachers at The Ohio State University.

OHIO JEWELERS ASSOCIATION

50 W. Broad Street
Suite 1616
Columbus, OH 43215

(614) 221-7833

General Description

This trade association represents jewelers of Ohio in the legislature. It also sponsors the Mid-America Jewelery Show that includes other countries.

OHIO LUMBERMAN'S ASSOCIATION

41 Crosswell Road (614) 267-7816
Columbus, OH 43214

General Description

This trade association provides services to lumber dealers in Ohio. Members are retail lumber yards only. Services include counseling, information referral, training, speakers, publications, seminars, conventions, credit union, and group insurance, as well as a discount on office supplies.

OHIO LAND IMPROVEMENT CONTRACTOR'S ASSOCIATION

P.O. Box 116 (614) 889-2314
Dublin, OH 43017

General Description

This nonprofit trade organization promotes land conservation by the use of above and subsurface drainage, pone construction conservation methods, tree and grass waterways and gives farmers more productive grounds. Members are land improvement contractors. Services include information referral, films on land conservation, bimonthly newsletters, an annual convention, and board meetings.

OHIO MANUFACTURERS ASSOCIATION

100 E. Broad Street (614) 224-5111
Columbus, OH 43215

General Description

This trade association represents manufacturing companies in Ohio. Services include lobbying, speakers, publications, training programs for unemployed workers, rehabilitation programs, and job training for injured workers.

OHIO MINING AND RECLAMATION ASSOCIATION

50 S. Young Street (614) 228-6336
Columbus, OH 43215

General Description

This trade association provides services to its coal-producing members in Ohio. Services include information referral, training, and speakers.

OHIO MOBILE HOME AND RECREATIONAL VEHICLE ASSOCIATION

50 W. Broad Street
Suite 1416
Columbus, OH 43215
(614) 228-1676

General Description

This is a trade association for mobile home and recreational vehicle park dealers, manufacturers, and associate divisions that watches over legislation and makes sure laws are respected. Services include speakers at meetings, slide presentations on manufactured housing, and meetings.

OHIO MOTEL ASSOCIATION (OMA)

1275 Kingsgate Road
Columbus, OH 43221
(614) 457-1890

General Description

This service-type trade association operates for the mutual benefit of everyone in the lodging industry. OMA purposes include: supporting and protecting the interests and investment of motel owners; representing the industry in matters of legislation and regulations established by Government agencies; providing information referral; stimulating friendship and fellowship; promoting favorable public opinion; informing all members of the provisions of all laws, ordinances, or regulations now in existence and those that may be enacted, which have to do with the motel industry. Services include annual educational seminars, travel and tourism promotion, monthly newsletter, technical and legal aid, member directory, sales tax assistance, State and National legislative programs, help with local government problems, printed materials used in business, group major medical, fire and casualty insurance, membership credentials, and credit collection.

OHIO MOTOR CARRIERS LABOR RELATIONS ASSOCIATION

50 W. Broad Street
Suite 1111
Columbus, OH 43215
(614) 224-8244

General Description

This trade association represents management in labor negotiations. Members are trucking employers with terminals in Ohio and those that have union employees. Services include information referral for members.

OHIO MOVERS & WAREHOUSEMEN'S ASSOCIATION

85 E. Gay Street (614) 224-3161
Columbus, OH 43215

General Description

This trade association represents trucking and moving companies in the legislature.

OHIO NEWSPAPER ASSOCIATION

145 E. Rich Street (614) 224-1648
Columbus, OH 43215

General Description

This is a trade association for daily and weekly newspapers in Ohio. Services for members include films, speakers, conventions, workshops, bulletins, and lobbying.

OHIO OPTOMETRIC ASSOCIATION

169 E. Livingston Avenue (614) 224-2600
Columbus, OH 43215

General Description

This professional association disseminates information about the optometry profession and about vision care in general. The association also represents optometrists in the legislature. Services include information referral for anyone with eye or vision concerns, speakers, publications and audiovisuals, and seminars for optometrists.

OHIO PORK PRODUCERS COUNCIL

135 Allview Road (614) 882-5887
Westerville, OH 43081

General Description

The primary purpose of the Ohio Pork Producers Council is to promote and improve the image of the purebred swine business largely through purebred producers. The Council works with the cooperative extension service to provide educational training. (See Ohio Cooperative Extension Service.)

OHIO POTATO GROWERS ASSOCIATION

4680 Indianola Avenue (614) 261-6834
Columbus, OH 43214

General Description

This is a farmers' cooperative for potato growers in Ohio. It serves to provide marketing, education, and research. Services include information referral and publications.

OHIO POULTRY ASSOCIATION

674 W. Lane Avenue (614) 422-2089
Columbus, OH 43210

General Description

This is a trade association for all branches of the poultry industry that support cooperation among these branches and with Federal, State, and other authorities for the purpose of improving the poultry industry. Services include dissemination of information, egg and turkey workshops, and recipes for the home and the industry.

OHIO RAILROAD ASSOCIATION

16 E. Broad Street (614) 224-4010
Columbus, OH 43215

General Description

This trade association represents all railroad companies in Ohio and works for the benefit of freight transportation systems at the State and local levels. Services include safety programs for the rail system, speakers, materials, and an annual State Fair exhibit.

OHIO RURAL ELECTRIC COOPERATIVES, INC.

6677 Busch Boulevard (614) 846-5757
P.O. Box 29149
Columbus, OH 43229

General Description

This is a trade association for 28 rural electric cooperatives that provides services for members that they cannot feasibly do alone. Services

(continued)

OHIO RURAL ELECTRIC COOPERATIVES, INC.-Continued

include educational programs, safety programs, and legislative services, as well as the publication of a magazine.

OHIO SAVINGS & LOAN LEAGUE

88 E. Broad Street (614) 224-6244
Columbus, OH 43215

General Description

This is a trade association for savings and loan managers that lobbys, provides an insurance program for its members, and acts as an administrative arm. Services include a file of resumes of applicants for members.

OHIO SEED IMPROVEMENT ASSOCIATION

P.O. Box 477 (614) 889-1136
Dublin, OH 43017

General Description

This trade association is a State and university organization for farmers in Ohio to make pure seed of the best variety possible available to farmers. Services include counseling, information referral, training, speakers, publications, and educational programs.

OHIO SOCIETY OF ASSOCIATION EXECUTIVES

21 E. State Street, #730 (614) 221-1900
Columbus, OH 43215

General Description

This professional society for associated executives in trade or professional societies provides opportunity conferences, promotes the development of associations, and considers and discusses legislation. Services include a resume file of applicants, educational seminars, and a trade show.

OHIO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

535 Metro Place, S.
P.O. Box 306
Dublin, OH 43017

(614) 764-2727

General Description

This professional society of CPAs provides continuing education, public relations and Government relations to familiarize the public and to attract students to accounting jobs. Services include information to the public and speakers to members.

OHIO SOCIETY OF PROFESSIONAL ENGINEERS

445 King Avenue
Columbus, OH 43201

(614) 424-6640

General Description

This is a trade association for individual engineers to further their knowledge. Services include seminars, annual meetings, legislative representation, insurance, professional educational services, reference and readiness courses, home study programs, and monthly publications.

OHIO SPORTING GOOD DEALERS ASSOCIATION

50 W. Broad Street
Suite 1616
Columbus, OH 43215

(614) 221-7833

General Description

This is a trade association for sporting goods dealers that is a division of the Council of Retail Merchants. The association works to exchange information valuable to sporting goods dealers and conducts educational meetings to make dealers and employees more effective in serving the public. Services include information referral, counseling, training, speakers, publications, and an annual Sporting Goods Breakfast Conference.

OHIO STATE BAR ASSOCIATION

33 W. 11th Street (614) 421-2121
Columbus, OH 43201

General Description

This professional association for lawyers in Ohio provides research and professional services to lawyers. Services include continuing education for lawyers, lawyer referral, low-cost consultation, and a weekly magazine of Supreme Court decisions.

OHIO STATE GRANGE

1031 E. Broad Street (614) 258-9569
Columbus, OH 43205

General Description

This nonprofit organization acts for all people to build a program of fellowship, service, and member activities within the framework of fraternalism. Services include speakers, leadership training, youth programs, religious guidance, community activities, agricultural programs, and legislative activities.

OHIO STATE PHARMACEUTICAL ASSOCIATION

395 E. Broad Street (614) 221-2391
Columbus, OH 43215

General Description

This trade association for individual pharmacists works to unite the profession, to improve the art of pharmacy, and to elevate the standards of practice. Services include lobbying, seminars, and audiovisuals for members.

OHIO STATE RESTAURANT ASSOCIATION

1061 Country Club Road (614) 864-2800
Columbus, OH 43227

General Description

This organization of restaurant owners proposes to educate, foster, and

(continued)

OHIO STATE RESTAURANT ASSOCIATION-Continued

protect food service operators in Ohio. Services include counseling, information referral, training, bulk and single copy materials, and audiovisuals.

OHIO SWINE BREEDERS AND FEEDERS

2029 Fyffe Road
Columbus, OH 43210
(614) 422-6401

General Description

This organization provides State affiliation, largely for purebred swine producers, for the purpose of promoting interest in the Ohio Swine industry in 4-H, FFA, and college youth.

OHIO TRUCKING ASSOCIATION

50 W. Broad Street
Suite 1111
Columbus, OH 43215
(614) 221-5375

General Description

This trade association for trucking companies serves to represent motor carrier management in the legislature. Services include trucking materials, supplies, and private record checks.

OHIO VALLEY COAL OPERATORS ASSOCIATION

209 Lew-Port Building
St. Clairsville, OH 43950
(614) 695-2214

General Description

This is a service association that provides assistance to coal companies. Services include labor relations, counseling, publications, and information referral.

OHIO VEGETABLE AND POTATO GROWERS ASSOCIATION

35 E. Chestnut Street
P.O. Box 479
Columbus, OH 43216

(614) 225-8947

General Description

This trade association for 500 commercial growers of vegetables or potatoes is a voluntary educational association that informs members of information relative to technological and political developments; represents members to Congress, the State legislature, Government agencies, consumers, and the general public; and promotes Ohio vegetable growers and the vegetable industry. Services include publications eight times per year, an annual 3-day convention with fruit growers, and research and education.

OHIO VOCATIONAL ASSOCIATION

6660 N. High Street
Worthington, OH 43085

(614) 885-1881

General Description

This professional association for vocational educators provides professional services and promotes vocational education. Services include workshops, job referrals, member services, and newsletters.

OUTDOOR ADVERTISING ASSOCIATION OF OHIO

P.O. Box 91897
Cleveland, OH 44101

(216) 676-4321

General Description

This trade association at both the State and National level serves as a political action committee, promoter of nonprofit organizations and commercial customers, and protector of interests to those involved in advertising. Services include counseling, information referral, training and speakers, publications, and audiovisuals to members.

PRINTING INDUSTRY OF OHIO

16 E. Broad Street
Suite 200
Columbus, OH 43215

(614) 221-7539

(continued)

PRINTING INDUSTRY OF OHIO-Continued

General Description

This organization represents the intersts of the commercial printing industry in Ohio.

Who Is Eligible

All Ohio Commercial Printing Companies are eligible for membership.

PRODUCERS LIVESTOCK ASSOCIATION

5909 Cleveland Avenue
Columbus, OH 43229
(614) 890-6666

General Description

This cooperative organization provides livestock marketing services for livestock farmers to enhance and further their operations. Services include credit subsidiary for farmers, weekly auctions, daily market reports, pasture programs for cattle, and forward contracting to lock in prices.

PROFESSIONAL INSURANCE AGENTS ASSOCIATION OF OHIO

3059 E. Mound Street
P.O. Box 09717
Columbus, OH 43209
(614) 239-1387

General Description

This trade association represents independent and professional insurance agents in Ohio who write insurance for more than one company. Services include lobbying, educational classes and seminars, a lending library, information services, speakers, a magazine, and the Ohio Basic School of Insurance for members.

PROFESSIONAL PHOTOGRAPHERS OF OHIO

1024 Dublin Road
Columbus, OH 43215
(614) 488-0617

(continued)

PROFESSIONAL PHOTOGRAPHERS OF OHIO-Continued

General Description

This trade and professional association helps individual photographers exchange ideas, techniques, and business standards. Services include meetings and seminars, speakers, workshops, print competitions, and legislative services, if needed.

PUBLIC ACCOUNTANTS SOCIETY OF OHIO

6525 Busch Boulevard
Suite 104
Columbus, OH 43229

(614) 846-9500

General Description

This professional society for licensed public accountants promotes and protects the interests of public accountants in Ohio. Services include assistance with taxes, information referrals, and public service advertising for members.

RETAIL FOOD DEALERS ASSOCIATION

1200 Rear N. Main Street, NW
North Canton, OH 44720

(216) 494-2300

General Description

This organization is for independent grocery stores and suppliers. Its purpose is to provide services and legislative representation to independent grocery and wholesale suppliers. Services include counseling, information referral, and bulk and single copy materials.

SALES AND MARKETING EXECUTIVES and SALES EXECUTIVES CLUBS

Columbus Club
37 N. High Street
Columbus, OH 43215

(614) 221-1321

(continued)

SALES AND MARKETING EXECUTIVES and SALES EXECUTIVES CLUBS-Continued

General Description

This is a professional sales and marketing club with international affilation under the SME-I name. Clubs are located in all major Ohio cities and serve to motivate and upgrade people in the selling profession. Services include information referral, training, and speakers.

TIRE & RIM ASSOCIATION

3200 W. Market Street Akron, OH 44313	(216) 836-5553

General Description

This technical association for tire, rim, and valve manufacturers establishes standards for interchanging tires, rims, and valves.

TOLEDO COUNCIL FOR BUSINESS, INC.

Toledo Council for Business, Inc. 1001 Indiana Avenue Toledo, OH 43607	(419) 248-3537

General Description

The Toledo Council for Business is a government-funded organization to assist minority businesses and others in starting and operating small businesses. It offers assistance in financial planning, advertising, marketing merchandising, management assistance, and legal assistance on a cost basis.

AUDIOVISUALS

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A Guide to Give and Take 81
Mrs. Peabody's Beach 82
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Discovering Entrepreneurship by Roger W. Hutt. South-Western Publishing Company, 5101 Madison Road, Cincinnati, OH 45227 (1982)

This set of four filmstrips and two audiocassettes correlates in part with the textbook Creating a New Enterprise by Roger W. Hutt. The audiovisuals, however, may be used to supplement other entrepreneurship materials for high school students. The titles of the four filmstrips include The World of the Entrepreneur, Roads to Entrepreneurship, Legal Forms of Business Enterprise, and Procedures for Planning New Enterprise. The filmstrips are designed to introduce major topics on entrepreneurship to high school students.

The Economics of Business. Joint Council on Economic Education, 1212 Avenue of the Americas, New York, NY 10036

This filmstrip series presents the functions and working of the enterprise system in simple, easy-to-understand terms. It familiarizes the student with the economics of business and provides insights into economic issues pertaining to business. Filmstrips were produced by Educational Enrichment Materials in cooperation with the Joint Council.

Fergi Builds a Business. Walt Disney Educational Media Company, 500 Buena Vista Street, Burbank, CA 91521

This series of four films follows the theme of a group of young people starting a business producing T-shirts. The purpose of each film is to introduce basic principles of entrepreneurship as they apply to the production and distribution of a product, to demonstrate that management skills are basic to success in business and to give real meaning to such terms as decision making, risk taking, profit sharing, partnerships, stock, and shareholders. The problems and triumphs of the young people are traced throughout each film in a humorous yet educational manner. The series is accompanied by a 20-page teacher's guide and is designed for secondary-level students. If the Fergi Fits, Wear It is 23 minutes; Fergi Goes Inc.!, 25 minutes; Fergi Diversifies, 24 minutes; Fergi Meets the Challenge, 18 minutes. These are also available as eight color filmstrips with cassettes.

A Guide to Give and Take. Ohio Council on Economic Education, 112 W. Hall, The Ohio State University, Columbus, OH 43210

Give and Take is an audiovisual series on topics and concepts in personal economics for use in grades 8 - 10. It consists of twelve 15-minute programs for use in consumer education, economics, business

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education, home economics, social studies, and other classes in which material on personal economics is presented. The series, including components for classroom instruction, is produced jointly by the Joint Council on Economic Education (JCEE), the Agency for Instructional Television (AIT), and the Canadian Foundation for Economic Education (CFEE). Give and Take is designed to help young people increase their understanding of economic concepts; improve their personal decision-making skills; and become more knowledgeable consumers, workers, and citizens. If located in a State that is a member of the AIT consortium, tapes can be made available free of charge. Give and Take is also being shown by many Public Broadcasting Service television stations.

Mrs. Peabody's Beach. The Cleveland Center for Economic Education, John Carroll University, Cleveland, OH 44118

Subject: Establishing A Small Business.

That's Business. U.S. Small Business Administration, Washington, D.C.

A two-part film including student exercises, That's Business deals with forecasting profits and cash flow.

There are Choices. Cleveland Center for Economic Education, John Carroll University, 20700 N. Park Boulevard, Cleveland, OH 44118

In this film a parallel example is made between a small independent person and a large corporation.

Trade-Off. Joint Council of Economic Education, 1212 Avenue of the Americas, New York, NY 10036

A visual presentation of core ideas in economics for 9- to 13-year-olds available in either videocassettes, films, or filmstrips. The material is designed to increase the student's understanding of economics, their skills in using economic concepts to make decisions, and their interest in the economic world around them. Produced jointly by the Agency for Instructional Television (AIT), the Canadian Foundation for Economic Education (CFEE), and the Joint Council on Economic Education (JCEE), the series consists of fifteen 20-minute programs plus classroom components. Each program takes up an economic problem relevant to the student's life, emphasizes the economic concepts and reasoning involved in dealing with the problem, and introduces similar unresolved problems to stimulate classroom discussion and follow-up activities. If located in a State that

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is a member of the AIT consortium, tapes and films can be made available free of charge. Trade-Offs is also being shown by many Public Broadcasting Service television stations. The first eight programs of Trade-Offs are available in signed versions for use with those whose hearing is impaired.

BUSINESS-SPONSORED PUBLICATIONS

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Something Ventured, Something Gained: An Advanced Curriculum for Small Business Management. 89
Urban Business Profiles--An Examination of the Opportunities offered by 18 of the Most Common Types of Small Businesses and a Guide to Their Establishment and Successful Management. 89

Applied Economics. P.O. Box 2441, Columbus, OH 43216

This is a complete economics course for grades 11 and 12, designed to meet State standards: 1/2 year, 5 days per week. Included in this actual operation of a minicompany is a computer, economics textbooks, all supplemental materials, and a volunteer business person to visit at least one class period per week. There is no cost to the schools.

Business Basics. Junior Achievement, P.O. Box 2491, Columbus, OH 43216

This material is supplemental to any fifth- or sixth-grade class. It can be used only with outside teenage participants of Junior Achievement or an applied economics representative visiting at least 4 hours with the class. The local program buys materials and recruits outstanding high school students with Junior Achievement or Applied Economics experience at no cost to schools.

Minding Your Own Small Business. Simulation Game 1. The Athena Coporation, Bethesda, MD (1976) (ED 134 824)

This business simulation game is designed as an integral part of a one-semester course in small business ownership and management for high school students. It is intended to be introduced after students have received a general introduction to the principles of small business ownership and management. The game is divided into two parts: starting a business and running a business. The first section emphasizes record keeping and the effects of pricing. The second section emphasizes choosing a location. Rewards in the game are based upon the effective use of planning, analysis, and decision-making strategy. Rewards are also given for extensive use of advertising and manipulation of pricing structures. Included in the manual are objectives, guide to daily lessons, and complete game materials.

Minding Your Own Small Business. Business Simulation Game 2. The Athena Corporation, Bethesda, MD (1976) (ED 134 824)

This business simulation game is designed as an integral part of a one-semester course in small business ownership and management for high school students. It is intended to be introduced after students have had considerable instruction in the principles of small business ownership and management. The game is divided into two segments: starting a business and running a business. The first segment emphasizes making a business plan. The second segment emphasizes continuous business planning. Included in the game manual are game description, a teacher's guide to daily

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lessons, and complete game materials. The game is based upon the assumption that planning a rational approach to starting and running a business are likely to increase the potential for success.

Mini Problems in Entrepreneurship, Volume IV, by Jo Shuchat. CRC Education and Human Development, Inc., Boston, MA (1979) (ED 158 042)

The miniproblems are provided to augment an introductory and/or advanced course in small business management and ownership. They relate to the following topics regarding entrepreneurship: women and minority entrepreneurs, ethics, communication skills, record keeping, and self-assessment. All the problems address common business situations and skills needed by entrepreneurs; a few are presented as "games" designed to promote skill development. The amount of time required to complete the miniproblems is flexible; each can be completed in 10 minutes or a full class period, according to the preference of the teacher and the class and the time available. The instructional format of each miniproblem is identified (e.g., small group discussion, role play, brainstorming exercise, written exercise, pencil-and-paper problem, individual exercise, and so forth), although formats can be changed as desired. Both teacher and student materials for each miniproblem are provided. The intended level of instruction can be secondary, postsecondary, or adult.

"Money: Master or Servant?" Federal Reserve Bank of New York, 33 Liberty Street, New York, NY 10045

This is a booklet designed to explain in simplified fashion the role of money and banking in our economy.

"The Price System." Federal Reserve Bank of Philadelphia Public Services Department, Philadelphia, PA 19105

This pamphlet explains how prices are influenced by business, labor, and Government.

Project Business. Junior Achievement, P.O. Box 2491, Columbus, OH 43216

This material is supplemental to any eighth- or nineth-grade classroom. It must be used by an outside business person visiting the class one period a week for up to 18 weeks. A division of Junior Achievement, the local program buys materials and recruits a business person/consultant at no cost to schools.

Small Business Management and Ownership. Volume Three: Location Decisions--A Simulation by Jo Shuchat and Judith Otto. CRC Educational and Human Development, Inc., Boston, MA (1979) (ED 204 640)

This is a game simulating the research, analysis, and decision making a person must do to select an appropriate business location. In the game, the specific content area taught to students is the process for choosing a location for a small business; the basic skills practiced are problem solving by analysis and logic, decision making, and constructive group interaction to achieve a common goal. Teacher instructions, student instructions, and all game materials required are provided. The game takes four to six class periods to play, which includes introducing, playing, and scoring the game and postgame.

Something Ventured, Something Gained: An Advanced Curriculum for Small Business Management, Volume II, by Jo Shuchat, Nancy Holt and Mary Lewis Regal. CRC Education and Human Development, Inc., Belmont, MA (1979) (ED 173 624)

Nine units on small business management are provided in this curriculum guide for use in an advanced course in either a secondary or postsecondary setting. Its focus is on those who are interested in beginning a small business venture, have some prior business knowledge, and have a specific business in mind. The nine unit topics are (1) "Setting Up Your Business," (2) "Marketing," (3) "Location," (4) "Promotion," (5) "Systems and Records," (6) "Pricing," (7) "Business Policies and Relationships," (8) "Organizational Structure," and (9) "Financing Your Business." At the beginning of each unit, a summary page contains a synopsis of the unit's content, objectives, student project work, teaching strategies, miniproblems, and references. Also included are guidelines for presenting the material, discussion notes, and suggestions for conducting class activities. Student information sheets, work sheets, case study problems, interview forms, and project instructions are included.

Urban Business Profiles--An Examination of the Opportunities offered by 18 of the Most Common Types of Small Businesses and a Guide to Their Establishment and Successful Management, Volume I. Small Research Library Series. Gale Research Company, Detroit, MI (1979)

This book is a republication of a series of studies profiling 18 types of businesses most commonly started by minorities in urban population centers. The businesses include: beauty shops, bowling alleys, building service contractors, children's and infant's wear, contract construction, contract dress manufacturing, convenience stores, customer plaster industries, dry cleaning, furniture stores, industrial laundries and linen supply, machine shop work, mobile catering, pet shops, photographic studios, real estate brokerage, savings and loan associations, and supermarkets. (The original publications were initially commissioned by the United States Department of Commerce, but are no longer available through official Government channels.)

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BUSINESS SPONSORED PUBLICATIONS

The business profiles include a description of the industry or service provided, information on the nature of the product and the potential customer, an analysis of business feasibility, projections of attainable returns on investment, and special considerations or factors that may prove favorable to those considering establishing new urban-related minority ventures. In addition, guidance in establishing a business especially with regard to financing is provided. Finally, each study closes with a useful bibliography and a list of relevant trade organizations.

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Baumbacks Guide to Entrepreneurship 93
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Small Business: Look Before You Leap--A Catalog of Sources of Information to Help You Start and Manage Your Own Small Business. 100
Small Business Management Fundamentals 100
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Start Your Own Store: Managing, Merchandising, and Evaluating. 101
Starting Your Own Marketing Business. 102
Strategies for Minority Businesses. 102
A Woman's Guide to Her Own Franchised Business. 102
The Woman's Guide to Starting a Business. 103
Women Working Home, The Homebased Business Guide and Directory. 103

Arthur's Funny Money by Lillian Hoban. Harper and Row, New York, (1981)

Arthur starts a bike-washing service to earn money for a new frisbee t-shirt and cap and encounters all the problems of running a small business including inflation, customer relations, pricing, and accounting. This resource was developed for the primary grades.

Baumbacks Guide to Entrepreneurship by Clifford Baumback. Prentice Hall, Englewood Cliffs, NJ 07632 (1981)

This is a handbook on going into business for yourself. The focus of the text is on the process of new business formation and on the trials and risks associated with business ownership. Topics include: what it takes to be an entrepreneur and the attendant risks, preparing a business plan, methods of starting or obtaining a business, physical facilities, purchasing, organization and staffing, financing and information systems, and marketing. Appendices include a business planner - a guide to evaluating an ongoing business or evaluating your readiness to begin a business, a selected list of SBA aids, and a glossary of retail terms.

Be Your Own Boss: A Woman's Guide to Planning and Running Her Own Business by Barbara S. McCaslin and Patricia P. McNamara. Prentice-Hall, Englewood Cliffs, NJ (1980)

This book was written for women who want to become business owners. It provides an introduction to business ownership and marketing research and tells how to develop a marketing plan, how to choose a legal structure, the necessities of financing, information on financial planning and record keeping, and inventory control and purchasing techniques and provides information on hiring and good human relations. The final chapter includes procedures for developing a business plan. Throughout the chapters there are worksheets with answers provided in the Appendices. A glossary of business terms is also included. This book is based on the experience and advice of over 300 women business owners and many women business experts. It grew out of the curriculum materials on women in entrepreneurship developed under contract with the U.S. Office of Education.

Construction Management Training by John E. Foster and Associates, Inc., 1134 Corrugated Way, Columbus, OH 43201

This series of seven short courses is designed for the management staff of Disadvantaged (Minority) Business Enterprises for the improvement of skills for Ohio Department of Transportation highway and bridge contracting. These areas are covered:

- o Construction drawings and specifications
- o Estimating and competitive bidding
- o Construction contact/relevant State and Federal legislation and regulations
- o Financial management and record keeping
- o Bonding and insurance
- o Project management and supervision
- o Construction safety and security

Creating a New Enterprise by Roger W. Hutt. South-Western Publishing Co., Cincinnati, OH 45227 (1982)

This softback text is intended for use in a high school setting, primarily with marketing and distributive education students. The six chapters include: "Discovering the World of Small Enterprise," "Examining Entrepreneurship as a Career," "Finding New Enterprise Ideas," "Planning a New Enterprise," "Putting the Plan into Action," and "Preparing a Financial Plan." Illustrations are provided throughout the text to supplement the reading. Student activities provided at the end of each chapter include matching vocabulary exercises, short-answer questions. and case studies. A teacher's manual is also available and includes teaching tips, tests, test keys, and so forth.

The Entrepreneurial Woman by Sandra Winston. Newsweek Books, NY (1979)

This book focuses on the psychological and personal implications for women who are starting their own businesses. It addresses situations that force women to juggle their lives between their work and their families or to choose between careers and marriage. By sharing the experiences, trials, and successes of other women in business, this book gives the needed support and encouragement to those women who are thinking of owning their own businesses. This book is for the new entrepreneurial woman, the reentry woman, the woman considering a career change, and the professional contemplating whether or not private practice is for her.

Entrepreneurship and Small Business Management by Kenneth R. Van Voorhis. Allyn and Bacon, Boston, MA (1980)

Small businesses are failing at a rate of 90 percent. Yet, in spite of these statistics, there have never been so many small businesses and people thinking about starting new businesses. This text explores the reasons behind the continued interest in entrepreneurship and provides a practical, "how to" approach to starting and managing a small business.

Beginning with an overview of entrepreneurship, the 9 sections (18 chapters) cover a step-by-step process for conducting a feasibility study and developing a business plan, organizing and starting a business, marketing and operation, management, evaluating performance and changing strategies to take advantage of opportunities, and a final chapter on small business management counseling specifically focused on students in the federally sponsored Small Business Institute.

Two self-assessment instruments to help the potential entrepreneur consider his or her readiness are provided. A checklist on needed insurance, a form for evaluating an ongoing business, and a bibliography of SBA materials are also provided. Case studies are used extensively to illustrate basic principles.

How to Free Yourself in a Business of Your Own by Byron Lane. Prentice Hall, Englewood Cliffs, NJ (1980)

Small business represents one-half of the American economy; one out of every two working Americans is directly or indirectly involved in small business. The challenge of starting a business is the focus of this handbook. Emotional fulfillment, being one's own boss, providing for one's self, and directing one's own destiny are the basic appeals of entrepreneurship. These four themes are examined from a "totalistic" perspective--interrelating work and life. Topics include the new entrepreneur, starting a new business, forms of business ownership, sources of finance, managing the enterprise, sources of help, working with people, and the future of small business enterprise.

How to Open Your Own Shop or Gallery by Lita W. Clark. St. Martin Press, New York, NY 10010 (1978)

This book provides down-to-earth guidelines for opening a small store. The author provides information that will help the small shop owner to assess the competition, estimate the required initial investment, determine ways to raise money, decide on a type of organization, set up a record keeping system, know the tax situation for various types of businesses, and handle merchandising and sales promotion.

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There is a special chapter on art galleries, one on going out of business, and a description of some successful business ventures. The appendices provide suggested readings, a listing of organizations sponsored by the Office of Minority Business Enterprise, a gallery agreement, and a listing of volunteer lawyers for the arts organizations.

How to Prosper in Your Own Business--Getting Started and Staying on Course by Brian R. Smith. The Stephen Green Press, Brattleboro, VT (1981)

This book is described by its author as a guide for entrepreneurs. Potential entrepreneurs can select chapters of interest or can proceed sequentially through the material. Chapter one discusses the new entrepreneur and includes a brief history of entrepreneurship. Chapters two and three prepare the reader to enter into business ownership by providing information on profitability of small businesses, franchising, the mental and physical requirements of business, and sources of assistance. Chapter four discusses how to prepare a business plan and provides excerpts from actual plans. Chapters 5 through 10 discuss the operation of a business, marketing a business, financing a business, managing personnel, administering a business, and other aspects such as the business cycle, the role of Government, business failures, selling the business, and estate planning. Chapters 11 and 12 concern women and couples in small businesses. Chapter 13 talks about the future of small business as viewed by the author. Appendices include listings of SBA and U.S. Department of Commerce field offices, a listing of sources of information for specific businesses, a final exam, a bibliography, and samples of a partnership agreement and two business plans.

How to Start a Window Cleaning Business by Judy Suval. I Can See Clearly Now, P. O. Box 784, Coupeville, WA 98239

This book contains information that can be applied to any small business. Ms. Suval was a displaced homemaker who turned a homemaking skill into a professional business. The book contains her personal experience as well as information from professional window cleaners and business owners.

Minding My Own Business: Entrepreneurial Women Share Their Secrets for Success by Julia F. Craig and Marjorie McVicar. Richard Marek Publishers, New York (1981)

This book is based on the experiences of over 100 women business owners. The authors describe the processes of opening and operating a business, as well as issues, challenges, and problems unique to women entrepreneurs. Part one discusses the preliminary groundwork that is necessary before business plans are implemented. Such groundwork includes personal analysis and examining and developing original ideas. Part two provides more specific information for operating different types of businesses: retail, service, and manufacturing. Several general conclusions about businesswomen are provided. A resource list for each chapter is provided at the end of the book.

Minority Enterprise in Construction by Robert W. Glover. Praeger Publishers, New York (1977)

This is a report of a research study sponsored by the U.S. Department of Labor on minority contractors. The book summarizes the research, provides a profile of minority contractors and their unique problems, summarizes obstacles in upgrading minority contractors, discusses approaches to upgrading minority contractors, and describes joint ventures and minority contractor associations. Conclusions and recommendations are provided.

The study itself relied primarily on interview data from 340 acting black, Spanish, Asian (including 25 who were white), and Chinese-American contractors. Contractors in the mechanical trades were given special attention. Four areas of concern comprise the interview: (1) background of the contractors, (2) profile of the firm, (3) problems with the firm, and (4) the contractor's view of upgrading efforts. To supplement this information obtained from contractors, interviews were also conducted with 30 union officials, civil rights leaders, government officials, contractor's associations, staff members, surety agents, and others. The end result is the publication of this text designed to provide information on upgrading minority contractors.

New Businesses Women Can Start and Successfully Operate: The Woman's Guide to Financial Independence by Mary Leslie and David D. Seltz. Barnes and Noble Books, New York (1979)

The authors of this paperback book primarily discuss businesses that may be of interest specifically to women. Businesses are grouped under 12 areas of interest: glamour, research, creative, handicrafts, food, writing, organizing, office, promotion, selling, animals, and people.

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Within these 12 interest areas, approximately 101 businesses are discussed. The primary topics addressed for each business are: the idea for the business, getting started, and cash flow. The first three chapters of the book include a discussion about women and their new role in business, financing a business, and promoting a new business. The book concludes with success stories of women in business.

New Venture Strategies by Karl H. Vesper. Prentice-Hall, Englewood Cliffs, NJ (1980)

There are 11 types of entrepreneurs described in this book ranging from the self-employed individual to conglomerators. Beginning with a discussion of entrepreneurial perspectives, the text examines alternative kinds of ventures, how to discover them and--once discovered--how to find lines of entry. A dichotomus approach to entrepreneurship, individual and corporate, is presented. Topics include success and failure factors, career departure points for beginning a new business, sources of venture ideas, entry wedges, and locating and buying an ongoing business. Brief case studies are used extensively to illustrate key points.

Principles of Small Business Management by William N. MacFarlane. McGraw-Hill, New York, NY (1977)

Businesses succeed because they are operated in accordance with sound management practices, the basic principles delineated in this text. The major objectives are to acquaint prospective small business managers/owners with these basic principles; to introduce the tools needed for effective planning, organizing, and controlling; and to help managers/owners develop the skill in analyzing management problems and to deal effectively with them. The text is written in a question-and-answer format. It provides an overview of the major problems typical to small businesses for the prospective entrepreneur. For the incumbent business owner, it provides a means of self-evaluation. The 21 chapters are subdivided into 6 sections: managing a small business, establishing the business, financial and administrative control, marketing procedures, operations management, and legal and governmental controls. Appendices provide SBA field office addresses, SBA publications, free SBA management assistance publications, National trade associations, a Small Business Reporter Publication Index, a bibliography of enrichment references, and a key for chapter self-checks. An instructor's guide is available.

Program Planning Guide for Distributive Education. Gregg/McGraw-Hill, Hightstown, NJ 08520

This guide includes a series of 19 modules dealing with various aspects of marketing. The modules contain length, level, content, objectives, prerequisites, primary materials, and enrichment materials. This guide is designed for high school, college, and adult education students.

The Small Business Guide to Borrowing Money by Philip Goldbery and Richard Rubin. McGraw-Hill, New York (1980)

This book is intended for both newcomers to business and seasoned entrepreneurs. It will help any business person to avoid the pitfalls of borrowing, as well as obtaining the fastest and best financing. The information will help entrepreneurs determine their financial need, identify where to go for money, how to present their case, how to negotiate, what to look for in a loan agreement, and the actual obligations of the borrower. Appendices include a sample packet of materials that could be presented to a lender and lists of venture capital companies and small business investment companies.

Small Business Ideas for Women and How to Get Started by Terri Hilton. Pilot Industries, New York (1975)

This book provides ideas for 21 small businesses, especially appropriate for women, that can be started with a modest investment. Many of the businesses can be operated from the home on a part-time basis. The author begins with a brief discussion on how to start and promote a business and then, in one page or less, discusses the following businesses: flea market stores, bookstores, producing art shows, rerun shops, part-time florists, specialized crafts shops, maid or cleaning services, picture-framing shops, selling sweet-smelling things, operating tourist homes, babysitting registries, home-catering businesses, home-cooking schools, fix-it shops, typing service, modeling, paper flower making, bottle gardens, manufacturing businesses, inventing market games, and shopping guide publishers. The discussion for each of these businesses varies, but provides ideas on such topics as location, where to get merchandise, record keeping, and personnel. For each of these businesses the author provides additional resources for the interested entrepreneur.

Small Business: Look Before You Leap--A Catalog of Sources of Information to Help You Start and Manage Your Own Small Business by Louis Mucciolo. Marlu, New York (1978)

This publication identifies sources of information to help the entrepreneur. Listings include: generic books on entrepreneurship and other topics; women contact resources; Government publications, sources of franchising; resources from the Internal Revenue Service; financing sources; and other sources such as Dun and Bradstreet, trade associations, seminars, courses, and magazines. The book concludes with a list of business terms. Many of the in-print materials from established publishers, as well as the voluminous sources are identified. Where applicable, the authors have reprinted tables of contents, abstracts, and bibliographical entries directly from sources, so readers may better evaluate its appropriateness for their own needs.

Small Business Management Fundamentals, 2d ed., by Dan Steinhoff. McGraw-Hill, New York, NY (1978)

There is a general lack of comprehension of basic management skills among owners and operators of small firms. This college-level text offers a straightforward approach to the fundamentals of managing small firms. The text is organized around planning, financing and financial management, form and structure of the business, operating, and evaluating a small business. Unique to this text are discussions of consumer legislation, business layout, and the usefulness of key-man/woman insurance. Case studies and discussion questions are provided for each chapter. An instructor's manual is available.

Small Business Management: Planning and Operation by William D. Hailes, Jr. and Raymond T. Hubbard. Van Nostrand Reinhold, New York, NY (1977)

This text focuses on opportunities in the free enterprise system as discussed in terms of seven kinds of small businesses: production, distribution, retailing, personal services, professional services, financial, and public utilities. Other topics include problems of entrepreneurship, types of business organization, layout and facilities, financing the business, record keeping, law and insurance, sales promotion, personnel management. Small businesses are described by the SBA as $5 million - $15 million in wholesale sales, $1 million - $5 million in retail sales or construction receipts, or a manufacturing plant with fewer than 1500 employees. Ninety-five percent of all businesses in the United States are small businesses; 51 percent of the total civilian work force are employed by small businesses. This text is divided into 10 units. Each unit contains objectives, textural material, vocabulary lists, multiple choice and essay self-evaluations (no answers provided), and a variety of suggested learning activities.

The Small Business Survival Guide--Sources of Help for Entrepreneurs
by Joseph R. Mancuso. Prentice-Hall, Englewood Cliffs, NJ (1980)

This publication identifies a wide variety of resources of interest to beginning or practicing entrepreneurs. The chapters include sources of advertising and public relations, sources from which to obtain grants from foundations and Government agencies, sources to familiarize the entrepreneur with various issues pertaining to bankruptcy, a listing of the best-selling books in the country on small business, a listing of business associations that are of value for entrepreneurs, sources that offer guidance for developing a business plan, sources of help specifically for Canadian businesses, a list of data processing information, a list of places for entrepreneurial education, sources of information to assist a franchisee, a list of financial journals and newsletters, a listing of Government sources of information, sources of management assistance, a list of organizations and directories that will help entrepreneurs find competent sales representatives, marketing directories, publications, and organizations that exist to help entrepreneurs with the marketing functions and marketing research agencies, sources of information for minority businesses, listing of inventions, information on obtaining loans from the Small Business Administration, a directory of small business investment companies, sources of help to the entrepreneur (the author considers this to be the most valuable section of the book), information on taxes and tax shelters, a listing of Department of Commerce publications and field offices, sources of information on venture capital, sources of information geared specifically towards women, and a list of miscellaneous publications.

Start Your Own Store: Managing, Merchandising, and Evaluating by Alan J. Carron and Sidney Packard. Prentice-Hall, Englewood Cliffs, NJ (1982)

According to the authors, retail sales for 1981 were estimated to reach $1 trillion generated by 1.8 million stores; 35 percent of which have no paid employees and only 7 percent of which employ more than 7 people. Success in small business ownership, according to Dun and Bradstreet, is based upon personal preparedness. This text is designed to provide preparatory introduction to the potential retail entrepreneur. Topics are grouped into three topical areas: opening the store, operating the store, and evaluating the store's performance. This handbook is suitable for self-instruction. Appendices provide information on Government regulations, insurance requirements, SBA checklists, SBA loans, and SBA field office addresses.

Starting Your Own Marketing Business, 2d ed., by Michael T. Barnes and Vivien K. Ely. Gregg/McGraw-Hill, New York, NY (1978)

This softback text is intended for use in a high school setting, primarily with marketing and distributive education students. The seven chapters on entrepreneurship are entitled: "Weight and the Responsibilities and Regards of Owning a Business," "Identify Potential Business Opportunities," "Select the Right Location," "Develop your Marketing Strategy," "Develop a Financial Plan," "Obtain Financing and Select the Legal Form for your Business," and "Develop your Management Plan." Illustrations are provided throughout the text to supplement the reading. Learning pacers are provided in each chapter and a variety of learning activities (e.g., fill-in-the-blank statements, short-answer questions, and case studies) are provided at the end of each chapter. A teacher's manual is also available and includes teaching tips, tests, test keys, bibliography, listing of films, and so on.

Strategies for Minority Businesses by Luanna C. Blagrove. Blagrove Publications, P. O. Box 584, Manchester, CT 06048 (1980)

The book gives points of interest that the author believes will be of special help to minority business owners. The author discusses problems that are unique to minority business owners; the need for professional advisors; errors that are deadly to minority business owners; the importance of competence; the importance of family, church, politics, and community involvement; terminology of importance to communication with the business world; and the meaning of success and failure. According to the author, the book is to be used with other texts and was written from material and insight she uses in teaching a special business class.

A Woman's Guide to Her Own Franchised Business, 3d ed., by Robert S. Levy and Anne Small. Pilot Industries, New York, NY (1975)

This is a step-by-step guide showing how to participate in franchising. It explains the franchising opportunities that have been created for women and how to take advantage of them. The book is intended for women of all ages and of any status. The author provides an explanation of a franchise, suggestions for financial assistance, types of franchises suitable for women, a list of companies by occupational area that provide franchising opportunities for women, and a sample franchise contract.

The Woman's Guide to Starting a Business, 2d ed., by Genie Chipps and Claudia Jessup. Holt, Rinehart, and Winston Publishing, New York, NY (1930)

In 1972, there were only 400,000 female-owned businesses in America, 3.1 percent of the total population. By 1979, there were nearly 1 million female-owned businesses. This text begins by discussing some of the reasons for this dramatic rise and then deals with the preliminary tasks of starting a business such as getting the idea; buying a business or franchise; planning, dealing with the legal aspects; finding the right accountant; pricing; and obtaining credit and insurance. It further discusses operating tasks such as promotion, paperwork, marketing, taxes, and personnel. The second half of the book includes case histories of successful women entrepreneurs in six general areas of business: retailing, services, home services, food, manufacturing, and franchises. A description of a business is given followed by the owner of the business sharing her experiences.

Women Working Home, The Homebased Business Guide and Directory by Marion Behr and Wendy Lazar. WWH Press, Norwood, NJ 07640

This book offers important practical advice to anyone planning a home-based business. It includes helpful, first-hand accounts of prospering home-based businesses and does so in a language easily understood.

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Achieving Success in Small Business: An Educational Program for New Small Business Owner-Managers by Richard L. Lynch, Barry L. Reece, et. al. Division of Vocational and Technical Education, Virginia Polytechnic Institute and State University, Blacksburg, VA (1977)

These materials consist of 12 self-study, self-paced instructional modules designed to develop basic management skills for owner-managers of newly created small retail, wholesale, or service business firms. The titles of the instructional modules are: "Success in Small Business: Luck or Pluck;" "Determining Capital Needs;" "Estimating Your Business Potential;" "Creating an Effective Business Image;" "Developing Your Sales Promotion Plan;" "Developing Ads that Produce Results;" "Improving Profits through Effective Management;" "Improving Employee Selection, Training, and Supervision;" "Merchandising: The Key to Greater Profits;" "Business Records: Good Medicine Tastes Bad;" "Assessing the Health of Your Business;" "Protection for You and Your Business." Each module is organized into five elements.

- A cover page describes the content of the module in concise terms.
- An audiotape presents a preview of major concepts described within the instructional module.
- Printed material describes important small business management concepts.
- Learning activities provide an opportunity to apply key concepts to individual business situations.
- Preferred readings serve as sources for additional information regarding the major topic covered in the module.

Advertising and Promotion of Agricultural Products. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1976)

This student manual covers the following topics: importance of selling and moving products; importance of good will; four points of good advertising; use of newspapers, radio, direct mail, television, magazines, and position advertising; writing good advertising; displaying of products; and scheduling and budgeting advertising.

Agricultural Business Money Management. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1976)

This student manual covers the following topics: taxes assessed in business, insurance used in business, and credit and interest.

Agricultural Business Procedures and Records. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1976)

This student manual covers the following areas: billing, merchandise, preparing sales tickets, handling cash and checks, determining service charges, replacing inventory, determining margins and markups, controlling inventory and depreciation, and dealing with losses.

"Among the Best" by Dorothy C. Wass. Joint Council on Economic Education, 1212 Avenue of the Americas, New York, NY 10036 (1978)

This bulletin includes five projects from different elementary grades that were among the best entries in the Joint Council's Annual Teacher's Awards Program in Economic Education over the past 15 years. The purpose of this bulletin is to help teachers to become aware that economics can be successfully taught at every elementary grade level beginning with kindergarten. Activity Number 2, The Warm Fuzzy Co. by Susan Amedo and Diane Green, deals with entrepreneurship. It focuses on the organization and operation of a classroom "corporation." In the project, the children identify with the three problems faced by every entrepreneur: what to produce, how to produce, and for whom to produce. This activity is presented very thoroughly with rationale, initiating activities, goals, further initiating activities, evaluation, and an appendix containing tests, words to learn, facts about a corporation, questionnaires, and so forth.

Arkansas' Junior Executive Training Curriculum Guide by Dean Clayton, O. D. Park, Phyllis Smith, Tommie Buttler, Jean McEntire, and Marsha Borwn. University of Arkansas, Area of Vocational Education, Fayetteville, Arkansas (1981) (ED 210 492)

This curriculum guide is designed to help teachers conduct 2-hour block courses on small business management and entrepreneurship to high school seniors. The materials focus on the managerial process, including the functions of planning, organization, staffing, directing, and controlling. Units are provided on the following topics: nature of small business, social and economic implications of business, leadership development, human relations, communications, computers for small business, business plans, legal forms of ownership, legal issues, capital and credit, protecting assets, personnel management, financial management, marketing management, taxes and government, community relations, personal finance, and career opportunities. Each unit contains specific objectives, learning activities, teaching suggestions, and references to books, films, free handout materials, and other instructional resources. Also provided is a separate section of enrichment and special projects including computerized business games and an Establish Your Own Business project.

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Appendices to the guide contain a checklist for organizing and operating a small business and lists of materials available from the U.S. Small Business Administration.

"Basic Business and Economics: Rationale for a Course in Small Business Management" by Robert Swanson. Business Education Forum, 34, No. 1 (1979)

Stating that small business represents most of the Nation's business while business courses focus on corporate giants, the author presents arguments for a course in small business management. This course could prepare students for small business opportunities and provide an understanding of the nature of small business management and ownership.

Be Your Own Boss: Introducing Entrepreneurship by Edgar A. Persons. American Vocational Association, Special Publications, 2020 N. 14th Street, Arlington, VA 22201

Before students can begin to plan for careers as entrepreneurs, they need to know what it takes to "be your own boss." This book gives the vocational teacher the necessary information to teach an introductory course or to integrate information into a regular vocational class. It shows how to work with students to address 10 basic questions that entrepreneurs must be able to answer.

Business Opportunities Project of the National Committee on Household Employment: Final Report by Anne B. Turpeau. Office of Education (DHEW), Washington, D.C. (1979) (ED 193 423)

This evaluation report examines a business opportunity project that was designed to encourage and assist low-income women, especially minority women, to explore business ownership as a career option. The report evaluates the 7-week test workshop conducted for working women (over half having annual incomes under $8,000 and nearly half having less than a high school education). The evaluation suggests that participants gained new knowledge of business ownership and management, formulated new career plans and undertook new learning activities. Appendices to this report include a schedule and workshop agenda, the results of a survey of basic business competencies among women, the survey form, qualitative evaluations from participants, and a summary and evaluation of each session with objectives.

Business Principles of Landscape Service Organizations. Ohio Agricultual Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1972)

This student manual describes the organization of a landscape service from the first call through the billing procedure for final payment. Included are the business forms used to complete a landscaping job and a problem to solve for hands-on practical experience. The teacher's guide provides suggested solutions for the student's practical experience exercise.

Creative Activities in Economics for Middle School Students by Elmer D. Williams. Georgia Council on Economics Education, Georgia University, Athens, Center for Economic Education, Atlanta, GA (1978)

This learning package presents 15 lessons on principles of economics for use by junior high school social studies classroom teachers as they develop economic education programs. The activities are keyed to the economic education color television and film program "Trade-Off." This program was developed jointly in 1978 by the Agency for Instructional Television, the Canadian Foundation for Economic Education, and the Joint Council on Economic Education.) Major objectives of the lessons are to give teachers a wider range of activities from which to choose, facilitate individualized and independent learning, provide experiential activities, and develop and reinforce economic vocabulary. Lesson topics focus on economic choice, factors involved in decision making, earning power, income, selling techniques, costs, and benefits. Activities involve students in class discussion, cutting out pictures and comparing prices of desired items from catalogs, creating charts and graphs, participating in simulation and other games, learning vocabulary terms, filling in blanks, solving word puzzles, making bulletin boards, and playing word games. For each lesson, information is presented on behavioral objectives, vocabulary, learning activities, follow-up activities, and a written and/or pictorial description of a learning center for individual and small group projects.

Demonstration of a Model for the Education and Training of Spanish-Speaking Entrepreneurs by Jim D. DeMarco, Carlo Ramirez, Naida Schweigert, and Shirley Tyler. Amex Systems, Inc., Gardenia, CA (1975) (ED 123 344)

A 3-month federally-sponsored program for Spanish-speaking entrepreneurs in the San Francisco area was conducted in 1975 by Amex Systems. The purpose was to examine successful or exemplary education and training systems for minority entrepreneurs, to develop a manual for organizing new training programs, and to promote the establishment of additional programs. The final report covers needs assessment, participant and observer recruitment, site and instructor selection, classes, technical assistance, and program evaluation.

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Public service announcements on radio and television stations and newspaper advertisements were used to publicize the program to potential and established entrepreneurs at San Francisco State University. Instructors included several university staff and professional business people from the community who presented classes in organizing and planning a small business, business management, marketing, financial management, taxes, law, insurance, and other resources. Approximately half of the document consists of supplementary Appendices.

Developing Competency-Based Individualized Instructional Modules for Owner-Managers of Small Business Firms by Barry L. Reece and Richard L. Lynch. Division of Vocational and Technical Education, Virginia Polytechnic Institute and State University, Blacksburg, VA (1977) (ED 164 779)

This is a final report of a project designed to develop, administer, and evaluate an inservice education program for owner-managers of newly formed small business firms. The project objectives include: identifying the core-crucial managerial-entrepreneurial competencies needed by owner-managers of newly created small business firms, preparing a series of competency-based individualized instructional modules, and recruiting and enrolling a minimum of 25 owner-managers in a self-paced program of study. A review of literature was undertaken to identify the reasons for failure of small business firms, to determine needed owner-manager competencies, and to determine the content for a training program. Twenty-four core-crucial competencies were identified from the literature review and verified by an entrepreneurship advisory committee. Twelve self-paced instructional modules were then written featuring audiocassettes, instructional materials, and learning experiences. References published by the U.S. Small Business Administration were also included in the modules. A training program for 27 owner-managers was conducted using the modules. Assistance was provided in completing the modules by specially trained teacher-counselors, and a third-party evaluator. It was concluded that the self-paced study was an acceptable approach to the development of competencies needed for the successful operation of newly created small businesses.

Economics and Marketing. Interstate Distributive Education Curriculum Consortium (IDECC), 1564 First Avenue, Columbus, OH 43212

A variety of instructional materials beneficial when instructing small business people make up this curriculum package.

"Education, Training, and Assistance: An Issue But Not Priority," a report on the White House Conference on Small Business by Diane Downing. (January, 1980)

This paper describes one of the key issues addressed by the White House Conference on Small Business, 13-17 January 1980. This paper offers some suggestions why education, training, and management assistance, although identified by the author as a critical priority, did not emerge as a vital issue at the White House Conference.

Elementary Career Education Guide, Volume 3: Economic Awareness. Watertown Independent School District 1, Watertown, South Dakota (1973)

Volume three of the six-volume, articulated elementary education career guide deals with the economic level of career awareness and aims at developing student economic understanding. The lessons in the volume are divided and color-coded by grade level (primary levels 2 and 3 and intermediate levels 1, 2, and 3 corresponding respectively with grades K-6), and are categorized by subject area and career cluster (12 clusters in all). Each lesson includes references, instructional objectives, input (procedures), output (activities), and evaluation. The consumer-homemaker cluster is emphasized. Representative unit titles for primary levels include: "Department Store Real Life Experiences;" "Consumers, Products, and Services;" and "A Play Store Becomes a Real Life Experience." Titles for intermediate levels are: "Spelling Occupational Titles;" "Understanding Production, Distribution and Consumption;" "Banking (A Mini-Unit)," and "Some Workers Produce Goods. Others Produce Services, or Both."

"Entrepreneurship: A Senior High School Home Economics Career Exploration Unit," by Alyce M. Fanslow and Cheryl W. Compton. (ED 205 722)

This unit was developed to assist high school home economics teachers in incorporating an entrepreneurial dimension into their programs. The materials are designed for exploratory purposes. The unit contains 15 lessons with objectives, generalization, and classroom activities. Each lesson is designed for a 50-minute class period. The lessons contain background information for teachers, student worksheets, student reference sheets, guest speaker guidesheets, vocabulary lists, and achievement tests. Activities include case studies, field trips, readings, guest speakers, and class discussions. A small group format is suggested. The 15 units cover the following topics: nature of small business, goal setting, product determination, advertising business location, business expenses and capital, banker visit, types of business organizations, financial management, business record keeping, customer and employee relations, small business owner visit, and self-evaluation of small business ownership. The last unit is an achievement test; possible assignments for make up work also are given.

Entrepreneurship Education: Applying the Skills. Illinois State Office of Education, Division of Adult Vocational and Technical Education, Springfield, IL (1980)

This volume is designed for use with the level one curriculum guide Entrepreneurship Education: Learning the Skills at the secondary or post secondary level. It focuses on planning and completing student projects. The first of three major sections is designed to familiarize students with how projects are completed. The second section, "Resources for Planning and Completing Projects," contains a number of aids to help students begin projects. Suggested project activities. issues for investigation, and predesigned projects are included in the following areas: deciding on a product or market, selecting a location, obtaining initial capital, choosing a legal form of organization, record keeping, credit and collection, advertising and sales promotion, employee and community relations, and insurance. Developing and maintaining community resources is described in the final section. (Appended material includes a resource person introductory letter, resource person recruitment form, and a community resource person's guide.

"Entrepreneurship Education: Education for More Than Self-Employment," in Career Change: Implications for Vocational Education by Vincent DeSanctis. Southern Illinois University at Edwardsville, Department of Secondary Education, Edwardsville, IL (June 1980) (ED 197 066)

This is one of four papers presented at a conference held at Southern Illinois University on 3 June 1980. The paper identifies skills, characteristics, and qualities needed by successful entrepreneurs. A conceptual framework for entrepreneurship education is provided. Also, the components of a curriculum guide included in the three-volume document entitled Entrepreneurship Education: Learning the Skills, Applying the Skills, and Supplementary Readings (ED 190 863, 190 864, 190 865) are described with suggestions for using the curriculum guide.

Entrepreneurship Education: Learning the Skills, Vol. I, Entrepreneurship Education: Apply the Skills, Vol. II, and Entrepreneurship Education: Supplementary Readings, Vol. III, by Thomas J. Scanlon, Henry J. Sradl, Robert E. Nelson, Rupert N. Evans, Nancy A. Flexman, Sally E. Horton, Ruthann Ryan Whobrey, and Christian F. Lettmayr. Methods and Materials for Entrepreneurship Education Project (MMEE). Illinois State Office of Education, Division of Adult Vocational and Technical Education, Springfield, IL (1980) (Vol. I--ED 190 863) (Vol. II--ED 190 864) (Vol. III--ED 190 865) (Final Report--ED 192 021)

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These three-volume curriculum guides and final report emphasize entrepreneurial skills in relation to management and industry. Volume one provides an orientation to the course and four instructional units: inner control, innovation, decision making, and human relations. Each unit contains information related to six management skill areas: determining product and market, selecting a location, advertising and sales promotion, record keeping, obtaining initial capital, and employee and community relations. Volume two focuses on planning and completing student projects related to the skill areas listed previously. Volume three includes critical incidents, readings, and suggested additional resources that complement the instruction strategies contained in the first two volumes. The curriculum guides provide objectives, learning activities, transparency masters, and handouts. The final report describes field testing, revision, and publication of the curriculum materials. Suggestions for establishing new courses in community colleges and implementing the materials in existing courses are provided. A listing of contacts at the State, National, and international levels are included.

Entrepreneurship Education for Adults--Program Development and Implementation by Edgar A. Persons and Gordon I. Swanson. University of Minnesota, Division of Agricultural Education, Department of Vocational Education, St. Paul, MN (1979) (ED 133 568, ED 133 569, ED 167 761, ED 167 762, ED 167 763, ED 167 764, ED 167 765, ED 167 766)

The purpose of the comprehensive program is to help families improve the effectiveness of their business operation and enable them to reach family and business goals. The Instructor's Manual (the first volume) is intended to serve as a guide for establishing a small business management adult education program in a community. It includes philosophy and description of the program, responsibilities of the instructor, using advisory committees, implementing the program, securing enrollment, organizing the program, evaluating the program, and an annotated bibliography. A practice problem in year-end business analysis is presented in volume two to provide experience with a system of single-entry bookkeeping. Volume three, a curriculum guide designed for a 3-year program, contains unit objectives, transition of units, key questions, teaching strategies, summary, resources and equipment needed, lists of references, and appendices containing student handouts, worksheets, and/or transparency masters. The fourth volume is a supplement to volume three and contains additional handouts, case problems, schedules, and seminar information keyed to specific units of instruction. The fifth volume provides instructors with suggestions on how tables and significant figures formed in a small business report can be used by students to improve the management of small businesses. The sixth volume describes step-by-step procedures for starting a small business management education program. It serves as a model for program implementation, needs assessment, legislation, instructor certification, soliciting support, and preservice workshops for instructors are addressed.

Entrepreneurship for Women: An Unfulfilled Agenda by Carol Eliason. The National Center for Research in Vocational Education, The Ohio State University, 1960 Kenny Road, Columbus, OH 43210 (1981) (ED 199 444)

This publication outlines the characteristics and needs of the small business owner, emphasizing recent developments in entrepreneurship education for women. The intended audiences are coordinators and instructors of entrepreneurship education programs as well as current and prospective women entrepreneurs. The monograph is divided into five major sections: background characteristics and needs of entrepreneurs, developments in entrepreneurship education, Federal programs in support of women entrepreneurs, private sector initiatives in entrepreneurship training, and entrepreneurship training and vocational guidance.

Entrepreneurship in Voc Ed: A Guide for Program Planning by Edward L. Davis and Margaret A. Zelinko. The National Center for Research in Vocational Education, The Ohio State University, 1960 Kenny Road, Columbus, OH 43210 (1982)

This publication is intended to assist vocational education program planners and curriculum developers in selecting materials appropriate for secondary, post secondary, and adult entrepreneurship programs. The guide provides a series of steps to follow in developing entrepreneurship training programs and a process for examining existing curriculum resources. Eight curriculum resources are analyzed: Achieving Success in Small Business: A Competency-based Educational Program for Persons Interested in Small Business Ownership; Entrepreneurship Education, Entrepreneurship Training Component, ETC; The Interstate Distributive Education Curricula Consortium (IDECC) Learning Activity Packages; PACE (Revised) -- Program for Acquiring Competence in Entrepreneurship; Preparing for Entrepreneurship, Small Business Management, and Ownership; and Small Business Ownership Management Entrepreneurship.

"Entrepreneurship: Starting a New Business" by Arnold C. Cooper. National Federation of Independent Business (1980)

This brief six-page publication developed for secondary students summarizes what is involved in starting your own business and how to do it. Topics include: entrepreneurs, motivation, preparation, success and failure, and putting it together.

Entrepreneurship Training Components (ETC). American Institutes for Research. American Vocational Association, Special Publications, 2020 N. 14th Street, Arlington, VA 22201 (1981)

As more people venture out as entrepreneurs, the demand for more and better training courses is increasing. ETC booklets give students specific, down-to-earth ideas about how they can use their job skills to run their own businesses. Modules are designed for secondary, post secondary, and adult education audiences in seven major vocational education disciplines: agriculture, business and office, health, marketing and distributive, occupational home economics, technical and trade, and industrial education. Both students and teacher modules are available for each occupation covered. Some introductory materials on entrepreneurship training are also available. These comprehensive booklets provide an excellent basis for self-study or course instruction.

The Environment for Entrepreneurship. Association of Private Enterprise Education. Hankamer School of Business, Baylor University, Waco, TX 76798 (1984)

This publication contains six papers presented in the lecture series "The European Environment for Entrepreneurship," plus three additional chapters addressing new entrepreneurs, rediscovering the entrepreneur, and taxation and the entrepreneurial environment.

Farm Business Planning and Analysis. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1980)

This material involves a series of 41 teaching units gathered into a 3-year curriculum with the following phases: Phase I (14 units)--"Keeping Complete Farm Business Accounts;" Phase II (15 units)--"Summary and Analysis of Farm Business Records;" Phase III (12 units)--"Planning and Reorganization of the Farm Business;" and 2 single units (10 pages) "introduction to the Farm Business Planning and Analysis Program and Teaching." The materials are designed primarily for teacher use with farmers enrolled in the FBPA program. However, these materials may be adapted for use in high school farm management courses.

A series of 10 transparency masters to be used with the Farm Business Planning and Analysis teacher's guide are included.

"Getting Down to Business: What's It All About" by Carolyn McFarlane. Developed at the American Institute for Research, Sponsored by Office of Vocational and Adult Education, U.S. Department of Education. The Vocational Studies Center, University of Wisconsin-Madison, 964 Educational Sciences Building, 1025 Johnson Street, Madison, WI 53706 (1981)

This is module 1, an introductory or "core" module to an additional 35 instructional modules developed as part of a research project entitled Development of Entrepreneurship Training Components for Vocational Education. Module one provides a generic introduction to entrepreneurship. Examples of businesses related to seven major vocational education subject areas are provided. Also included is a general discussion of management principles appropriate for all small businesses.

Module one includes both student and teacher guides. It is divided into 15 units, each with identified goals and objectives. The case study approach to skill development is used. Supporting text to the case studies, individual and group activities, and discussion questions are also included. There is an overall summary and a written quiz for the module.

Getting Down to Business by Barbara Sanderson, Joyce P. Gall, Carolyn McFarlane, Pamela G. Colby, Marcella Kingi, Norma Shapiro, Jean Wolman, Rachel L. Rossen and Susan L. McBain. Developed at the American Institutes for Research, supported by Office of Vocational and Adult Education, U.S. Department of Education. The Vocational Studies Center, University of Wisconsin-Madison, Madison, WI (1981)

These are 35 business-specific instructional modules developed as part of a research project entitled Development of Entrepreneurship Training Components for Vocational Education. The modules were designed to be included as an entrepreneurship component with seven vocational areas.

Each module consists of student and teacher guides. The student sections include nine units with goals and objectives, a module summary, case studies, supporting text, individual and group activities, discussion questions, and a written quiz.

A separate teacher's guide for each module provides a list of goals and objectives, an overview of the module, suggestions for using the module, responses to activities and discussion questions, optional points to present, quiz answer key, and a list of suggested readings. Instructional time for each module is approximately 10 class periods.

Each module contains the same basic information as related to the business discussed in the specific module. These modules should be preceded by module one, "Getting Down to Business: What's it all About?" This module is a generic introduction to entrepreneurship.

Going into Business for Yourself by Gary L. Kuebbler. Distributive Education Materials Laboratory, The Ohio State University, Columbus, OH (ED 112 237)

This curriculum guide is intended for use with 11th-and 12th-grade marketing and distributive education students. It is designed to help students gain an understanding of the problems and decisions that entrepreneurs face and to obtain skills necessary in operating a small business. Included in the guide are 15 lesson plans with accompanying handouts and transparency masters. A student project simulating the start and management of a business is included. Major topics are ownership and control, store image, financing the business, location, the building, personnel policies, behind-the-scenes work, customer service policies, pricing merchandise, buying merchandise, stock control, store promotion, risk and insurance, records system, and government regulations. The suggested timetable, lessons, and assignments can be adjusted to fit teacher and student needs.

Guide to Federal Minority Enterprise and Related Assistance Programs, 1982. U.S. Department of Commerce, Minority Business Development Agency, Washington, DC (November 1982)

This publication identifies and describes Federal programs that furnish capital, management assistance, and contracting opportunities for minority businesses. In addition, other Federal business-related programs that may be of interest to minority entrepreneurs are described. For each program, the following information is provided: program title, agency, type of assistance available, description of the program, eligibility requirements, application procedure, and contact addresses and phone numbers. The information is categorized into the following areas: interagency coordination, Minority Business Development Agency (MBDA), U.S. Small Business Administration (SBA), business contract opportunities, financial assistance, management assistance, information assistance, and special programs. Extensive directories of contract agencies for the minority entrepreneur interested in programs described in this publication are provided in the Appendices.

A Handbook on Utilization of Entrepreneurship Material for Vocational Education by Pamela Colby and Rachel Rassen. Developed at the American Institutes for Research, sponsored by Office of Vocational and Adult Education, U.S. Department of Education. The Vocational Studies Center, University of Wisconsin-Madison, 964 Educational Sciences Building, 1025 Johnson Street, Madison, WI 53706 (1981)

The purpose of this handbook is to provide instruction in using the 36 entrepreneurship instructional modules developed as part of a research project entitled Development of Entrepreneurship Training Components for Vocational Education. The handbook is intended to assist individuals who are conducting inservice training as well as those who are incorporating entrepreneurship materials into existing vocational education programs. The authors of the handbook describe the advantages of using the modules with administrators, instructors, and students. Implementation, instructional, and evaluation strategies for the modules are also provided.

Helping Small Business Make It: An Innovative Approach to Management Skills Education by Edgar A. Persons. American Vocational Association, Special Publications, 2020 N. 14th Street, Arlington, VA 22201

This book shows how vocational education can contribute to job development through filling the widespread need for management skills programs and describes the Minnesota model for small business management skills, an adult program operating in more than 30 sites throughout the country.

High-Technology Industries through Entrepreneurial Education by V. M. Pirikh. British Columbia Institute of Technology, Directed Study Center, Burnaby, British Columbia (1979) (ED 171 991)

This report examines a study to promote high-tech industries in British Columbia using an integrated educational and economic development program. Topics discussed in the report include: the historical development and importance of entrepreneurship education in British Columbia, types of industry suitable for British Columbia, a model educational program (basic concepts of the model, on-campus training, on-the-job training), developing manufacturing industries, and cost considerations. The "discovery park" model addressed in the report is an active cooperative effort among educational institutions, different departments and levels of government, small scale manufacturing units, and a cooperative-based large marketing corporation that would provide basic knowledge in specific fields. specialized skills in the field of manufacturing, on-the-job training to provide state of the art in industry, and business management skills, both general and unique. Once a student graduates and launches a venture, the program provides ongoing assistance.

"How a Corporation Works" by Velva Rathbun. National Depository for Economic Education Awards, Illinois State University, Normal, IL

This eighth-grade unit provides students an opportunity to experience ownership in a company and study how a firm raises capital by selling stock. The students have the opportunity of being employed by the corporation. They are paid by cash or investment benefits in their owned and operated company. By working at different jobs, students learn the problems related with each job. For example, they find that assembly line work is boring, and that other jobs, which are often more enjoyable, are harder to do. In addition to producing goods, the students learn about advertising and the marketing of products.

How to Start Your Own Business: Women Entrepreneurs Project by Barbara S. McCaslin and Patricia P. McNamara. University of California-Los Angeles, Division of Vocational Education, Los Angelas, CA (1977) (ED 156 906, ED 156 907, ED 156 908)

A small business management program targeted for women at postsecondary and adult levels is described in three volumes: Final Report, Instructors' Manual, and Instructional Materials. A survey of California women business owners was made to identify the characteristics and needs of women entrepreneurs. Based on this survey, an entrepreneurship education program and curriculum were developed and pilot tested among eight women. The Final Report describes the background of the project, need, purposes and objectives, procedures for curriculum development, procedures for testing the curriculum materials, and the survey used to identify characteristics and needs of women entrepreneurs. The Instructors' Manual (the second volume) provides information needed to teach an entrepreneurship course by using curriculum materials developed through the project.

The Instructional Materials (the third volume) are organized into eight Learning Activity Packages (LAPs). The LAPs are self-paced, student-centered modules that take the learner step by step through the process of preparing a business plan. Students actually prepare a business plan through a series of simulated learning activities. Each LAP includes a rationale statement, behavioral objectives, homework learning activities, a list of optional reading materials, fact sheets containing basic contents, and worksheets.

Titles of the LAPs include: Small Business Ownership/Introduction; Marketing Research; Marketing Plan; Setting Up Your Business/Start Up; Decisions and Choices; Financial Planning; Financing, Operations/Running Your Business, and Putting It All Together/Planning Your Business.

Human Relations in Agricultural Business. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1976)

This student manual covers the following areas: why the employee should be concerned with human relations, the factors making up personality, rating and improving one's personality, improving human relations in business, and an overall rating in human relations.

"Increasing Opportunities for Entrepreneurs" by Robert E. Nelson and James A. Leach. In Contemporary Challenges for Vocational Education, 1982 Yearbook of the American Vocational Association, edited by Katy B. Greenwood. American Vocational Association, Arlington, VA (1981) (ED 212 889)

This resource on entrepreneurship is one of three chapters of the 1982 Yearbook of the American Vocational Association. The intended readers of the chapter are individuals directly responsible for organizing and teaching entrepreneurship. The first half of the chapter can be used as a partial resource for introducing entrepreneurship to students. It contains statistics relating to entrepreneurship that were presented at the 1980 White House Conference on Small Business, facts concerning the importance of small businesses, information on increasing entrepreneurial opportunities, and examples of the contributions of small businesses. The second half of the chapter presents implications of entrepreneurial training for vocational education. Four levels of entrepreneurial training are identified and suggestions are also given regarding new training approaches.

"Increasing Productivity through Vocational Education and Training for Self-Employment," in Potential Roles of Vocational Education in Improving the Productivity of the Workforce by James A. Leach. University of Illinois at Urbana-Champaign, College of Education, Springfield, IL (1981) (ED 205 681)

This is one of seven chapters in a publication concerning the impact vocational education has on improving worker productivity. This chapter discusses the relationship betwen small businesses and increased worker productivity. It also identifies target groups that would benefit from entrepreneurship training. The chapter is divided into five sections: introduction, productivity of the small business sector, the need for education and training in the small business sector, implications for vocational education, and summary. The chapter is intended for entrepreneurship instructors and/or program coordinators, vocational education graduate students, vocational supervisors, and vocational directors.

Job Creation: Creative Materials, Activities, and Strategies for the Classroom by Joan F. Smutney. Illinois State Board of Education, Department of Adult, Vocational and Technical Education, Research and Development Section. (February 1982) (ED 213 954)

Designed for use by high school students, their teachers and counselors, these six learning modules contain creative materials to encourage individuals to think about their own talents, skills, interests, and capacities for job creation. Each module consists of student worksheets and teacher guides. Covered in the first five modules are the following topics: identifying personal skills and their relationship to job creation; identifying job creation opportunities in the community; planning and organizing in job creation; elements of job creation, including involvement, community, risk-taking, accomplishing, and task performance; and assessing oneself and one's readiness for involvement in entrepreneurship as well as starting and developing new ideas. The sixth module (complementing the first five) consists of an audiocassette script of 11 songs concerning the topics addressed in the modules, as well as worksheets for teachers and students.

Marketing Agricultural Products. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210. (1976)

This student manual covers the following areas: importance of marketing, relationship between production and marketing, definition of marketing, marketing functions and channels, associating marketing functions with job titles, marketing of livestock, marketing dairy products, and marketing poultry products.

Materials for Entrepreneurship Education: A Resource Bibliography for Primary and Secondary Instructors by Calvin A. Kent. The Center for Private Enterprise and Entrepreneurship, Baylor University, Waco, TX 76798. (1981)

This publication is a synthesis of current materials available to teach entrepreneurship at the primary, intermediate, and secondary levels. It contains print and audiovisual entries as well as games and simulations.

Minding Your Own Small Business: An Introductory Curriculum for Small Business Management by Nancy Holt, Jo Suchat, and Mary Lewis Regal. CRC Education and Human Development, Inc., Belmont, MA (1979) (ED 173 623)

This curriculum guide is intended for use in an introductory course for secondary and postsecondary students interested in beginning a small business venture. The guide is organized into 10 units: (1) "What's It All About," (2) "Forms of Business," (3) "Marketing," (4) "Location," (5)

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"Systems and Records," (6) "Promotion," (7) "Pricing," (8) "Human Relations," (9) "Financing a Business," and (10) "Effects of Business Decisions." A summary page including synopsis of unit content, learning objectives, teaching strategies, miniproblems, and references is provided at the beginning of each unit. Also included are teacher and student materials needed for use in the unit and a glossary of financial terms.

Minority Capital Resource Handbook: A Guide to Raising Capital for Minority Entrepreneurs, 2d ed, by Samuel D. Ewing and Clifton H. Maloney. Security Industry Minority Capital Foundation, Washington, D.C. (1980) (ED 198 324)

This handbook consists of a guide for raising capital by minority entrepreneurs. The first section deals with the process of raising capital. Then, the realities of raising capital, intermediaries, and financial advisors and assessing needs are outlined. Factors considered in evaluating the entrepreneurial team and the venture are discussed. Six points to consider when presenting a proposal to an investor are examined, and a sample proposal is provided. The investigation and negotiation stages and postfinancing relationships are also described. Individual investors and various institutions are discussed as potential sources of capital. The following types of institutions are included: commercial banks, the small business administration, small business investments companies, venture capital firms, corporate venture capital activities, and minority enterprise small business investment companies (MESBICs). MESBICs in 21 States--California, Connecticut, Hawaii, Illinois, Kentucky, Louisiana, Maryland, Massachusetts, Mississippi, Michigan, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Texas, Virginia, Washington, West Virginia, and Wisconsin--are listed. Miscellaneous sources and a brief bibliography are provided.

Model for Small Business Management: Program in North Dakota Postsecondary Institutions by Orlo D. Stevick. Lake Region Junior College, Devils Lake, ND. (1978) (ED 162 122)

This is the final report of a project designed to educate small business entrepreneurs on a continuing basis over 3 years. A model was developed to meet the specific needs of North Dakota business entrepreneurs and the postsecondary educational institutions providing the training. The model consists of four types of activities: classroom instructions, small group instruction, individual instruction, and business technology instruction. The instructional materials for the first year included information and content that have application to all class members. In the second and third years, much of the instructional material was drawn from analyses of the class members' businesses. A listing of unit topics for each of the 3 years of instruction is provided. The intended reader of this report is anyone responsible for developing and conducting entrepreneurship training for adults.

"National Depository for Economic Education Awards" by Wanna Faye Maddox. Illinois State University, Normal, IL.

This unit reinforces the "Trade-Offs" programs that were incorporated into the class schedule. From this pencil-producing business that the students operate, they learn the importance of specialization and the division of labor. They trace how market demand affects the decision of what and how much to produce and for what price a good pencil can be sold. The effects of advertising on sales are also followed by the students over the course of the unit.

"Operating Your Own Business" by Harley Schlichting. University of Missouri-Columbia, Instructional Materials Laboratory, Columbia, MO. (1980) (ED 195 806)

This secondary marketing and distributive education performance-based instructional unit contains 19 lesson plans, each designed for a 55 minute instruction period. The following topics are covered: types of small and large scale business establishments, customer identification, business locations, store layout, equipment, product planning, financing, organization, government regulations, and legal issues. Each lesson plan includes objectives, information sheets, assignment sheets, transparency masters, and teacher and student activities. Optional activities, a bibliography, a postassessment instrument, and a unit evaluation instrument and key are included at the end of the unit.

Opportunities in Agricultural Occupations. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210. (1976)

This student manual covers the following areas: considering jobs in agricultural business, making career decisions, reasons for on-the-job training, applying for a job, wage scales, payroll deductions, and the place of the employee within the business organization.

Organizing Small Business Programs in Community Colleges by Robert E. Nelson, et al. University of Illinois, Department of Vocational and Technical Education, Office of Vocational Education Research, Urbana-Champaign, IL. (1982)

This publication provides information to Illinois community colleges for developing educational programs designed to meet the needs of current and future small business entrepreneurs. In the introduction, the importance of the small business sector to the economic growth of the State is explained. The role of the community college in facilitating small business development is described. A model to follow in designing entrepreneurial training programs is presented. Suggestions regarding the following program components are provided: participant needs, program contents, advisory

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committees, needs assessment strategies, financing the program, promoting the program, miscellaneous program details, and evaluating the program. Finally, a few exemplary entrepreneurial training programs throughout the United States are cited. An extensive bibliography lists available curriculum guides and textbooks, sample forms, course outlines, degree programs, and so forth.

Owning and Operating a Small Business by Robert E. Nelson, James A. Leach, and Thomas J. Scanlan. University of Illinois, Department of Vocational-Technical Education, Division of Business Education, Urbana-Champaign, Il. (June 1976) (ED 133 435)

This curriculum guide contains 14 units designed to aid the teacher in providing instruction in small business ownership and management for students at the secondary, adult, continuing education, or community college levels. Each unit consists of an introduction, objectives, content, and suggested activities, including projects, group dynamics, simulations, role playing, case studies, and assignments. Most units contain at least one case study depicting a real-life business situation. Units are: "The Nature of Small Business," "Determining Product and Market," "Selecting the Location," "Obtaining Initial Capital," "Choosing the Legal Form of Organization," "Managerial Planning," "Record Keeping," "Financial Management," "Credit and Collections," "Advertising and Sales Promotion," "Employee and Community Relations," "Obtaining Information and Assistance," "Insurance," and "The Future of Small Business."

Personnel Development for Entrepreneurs by Julie Boettcher and Ron Hutkin. Nebraska Occupational Needs Research Coordinating Unit, Lincoln, NE and Platte Technical Community College, Columbus, NE. (1977) (ED 153 006; ED 153 007)

This curriculum guide is designed for use with adults. It includes 19 content areas grouped into 3 units. The three units are designed to be delivered in nine sessions. Unit one includes planning, organizing, and operating a business; selecting a business location; market analysis and marketing techniques and methods; working capital and cash flow; return on assets and investments and accounts receivable and payable; personnel management; and inventory control and product pricing. Unit two covers purchasing; space utilization and organizational structure; business and payroll taxes; employee compensation, job evaluation, performance appraisal, and time management; customer service, personal selling, and competition; and advertising and display. Unit three includes management; motivation; financial management; planning for success; ratio and break-even analysis; and budgeting and forecasting. Each of the units includes an introduction (objectives, content and recommended references), information sheets, transparency masters, assignment sheets, and tests with keys. The final report describes the research conducted to develop and field-test the materials. An evaluation of the project and dissemination procedures are explained.

A Pilot Program to Provide Ownership Skills to Seniors in the Vocational Technical Schools and Other Educational Institutions, Year Two; Final Report. Connecticut State Department of Education, Hartford, CT. (1980) (ED 194 716)

This report describes a course developed by the Norwich Regional Vocational Technical School in small business ownership/management for all seniors. The 54-hour required course, developed in response to requests from the local business community, replaces one English, mathematics, and social studies class per week. The course focuses on general educational skills useful in developing good management techniques. Topics include choosing a small business, reasons for business success and failure, business organization, location, layout, physical facilities, financing, business records, law and insurance for small businesses, personnel management, franchises, automation, and assistance available for the small business owner. Appendices include specific course content and the budget for the program.

"Preparation for Self-Employment: A New Dimension in Vocational Education." National Advisory Council on Vocational Education, Washington, D.C. (1979) (ED 167 832)

In this critical issues paper presented to the President and the Congress of the United States, the importance of small business ventures in our economy and the significant impact vocational education can have on entrepreneurship education are discussed. Vocational education has paid too little attention to self-employed persons who discover and create their own jobs. These entrepreneurs are essential to economic vitality. There is a need to create more entrepreneurial work opportunities inside existing organizations. The time has come to focus National attention on education for self-employment including (1) re-examining public policy to see how Government may be discouraging small business formation, (2) enlarging manpower policy conceptions to include self-employment incentives, (3) encouraging business to redefine employment in entrepreneurial terms, and (4) learning how to modify educational programs to prepare people for entrepreneurially defined work.

Preparing for Entrepreneurship by Kenneth L. Rowe. Arizona State University, College of Business Administration, Tempe, AZ. (1979) (ED 201 751)

This instructional guide for an entrepreneurship program in secondary schools consists of 13 units that may be used as the primary or supplemental resource for a one-semester course. Also, the materials may be useful to post-secondary and adult education instructors. The following items are provided for each unit: objectives, handouts containing necessary content and background information, questions for discussion, transparency masters, and student activities. The 13 units include: (1) "Introduction to Entrepreneurship and Self-employment;" (2) "Selection of Effective Legal Form of Business Organization;" (3) "Selection of Effective Specialized Assistance;" (4) "Financing the Small Business;" (5) "Selecting a Location;" (6) "Building,

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Equipment, and Layout;" (7) "Operating Permits, Licenses, and Tax Regulations;" (8) "Personnel Management for the Entrepreneur;" (9) "Building a Flexible Advertising Plan;" (10) "Determine Pricing and Credit Policies;" (11) "Inventory and Supplies;" (12) "Understanding a Basic Accounting System;" and (13) "Selection of Effective Protective Steps."

Program for Acquiring Competence in Entrepreneurship (PACE), Revised by Catherine M. Ashmore and Sandra G. Pritz, comp. The Ohio State University, 1960 Kenny Road, Columbus, OH 43210-1090. (1983)

PACE, (Revised) is a modularized, competency-based entrepreneurship program of instruction appropriate for secondary, postsecondary, and adult learners. PACE can be used on an independent study basis or in vocational education classes. The materials consist of a resource guide; an instructor's manual for each of three educational levels referred to as Level I, Level II, and Level III; and 18 units for each level.

The resource guide consists of an introduction, objectives, an annotated glossary of business terms, sources of additional information, the Small Business Administration's Annual Report on Small Business and Competition, executive summary and the Standard Industrial Classification Index. Each of the three instructor's guides includes an introduction to PACE, objectives, a Going Into Business project, teaching outlines, transparency originals, handouts, model assessment responses, and a list of selected resources.

Each unit is in three modules: one for Level I, one for Level II, and one for Level III. The units consist of objectives, information designed to prepare the learner for completing the module, content overview, content, activities, case studies, assessment instruments, and sources. The topics of the units include: the nature of small business, the entrepreneur, business plan, technical assistance, types of ownership, marketing strategy, business location, financing, legal issues, government regulations, business management, personnel management, promotion, selling, records, financial management, customer credit, and business protection.

Resource Guide of Existing Entrepreneurship Materials by Carolyn McFarlane and Pamela Colby. Developed at the American Institues for Research, Sponsored by the Office of Vocational and Adult Education, U.S. Department of Education. The Vocational Studies Center, University of Wisconsin-Madison, 964 Educational Sciences Building; 1025 Johnson Street, Madison, WI 53706. (1981)

The resource guide is a product of a research project entitled Development of Entrepreneurship Training Components for Vocational Education. The guide lists all entrepreneurship materials identified during the literature review phase of the project. It includes a bibliographic listing of materials that were used to develop the 36 instructional modules for 7 major vocational fields as well as a bibliography of general background information on entrepreneurship. This guide is of value to educators who

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desire information on entrepreneurship in addition to that found in the Getting Down to Business modules.

Retail Floriculture, Book I. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210. (1976)

This is a student manual written for individuals in the horticulture curriculum. The introduction provides an overview of the retail floriculture business and the people it employs. Book I is composed of individual units of study and activities that descrive skills and step-by-step procedures involved in selling, promoting, and delivering floral products. The performance checklists in the practical application sections of each activity provide a means of self-evaluation for the student. This book should be used in conjunction with Retail Floriculture, Book II: Designing and Care of Flowers and Foliages.

Selling and Salesmanship for Agricultural Products. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210. (1976)

This student manual covers the following areas: the selling of agricultural products, kinds of selling, satisfying customer needs, selling as a career, developing a good sales personality, product knowledge, interest and aptitude in selling, knowledge of product or service, transacting sales, kinds of customers, parts of the sales transaction, making sales presentations, and evaluating sales presentations.

Small Business Enterprises for Workers with Disabilities by Charles S. Richman. Institute for Information Studies. (1983) (ED 215 180)

Designed to make disabled individuals aware of their own potential entrepreneurial capacities. This self-help manual provides information to assist potential entrepreneurs make appropriate small business decisions and to find needed information and resources. Following a discussion of entrepreneurship as an employment option, various topics relevant to the disabled entrepreneur are covered, including entrepreneurial success stories, entrepreneurship and the self-help movement, and home-based entrepreneurs. In a section devoted to developing and organizing a business enterprise, the following topics are discussed: gathering ideas for business opportunities, the business outlook, entrepreneurial business opportunity areas for the 1980s, and forms of business organizations. Guidelines are set forth for developing a business plan. Outlined next are types and sources of public and private assistance. Completing the guide is a section on locating a new enterprise, determining capital needs and getting good help.

Small Business Goes to College by Robert O. Bauer. Small Business Administration, Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. (1978) (Stock #045-000-00159)

The movement of small business management courses into college and university curricula is discussed. The present state of small business management courses, the objectives of the courses, the variety of courses being offered, and teacher and student reaction to the courses are examined. A historical overview of small business courses at higher education institutions is presented, and the role of small business administration in the rapid increase of small business course offerings is noted. Seven course objectives in small business education programs are outlined and briefly described. The large variety of small business management courses, various teaching techniques, and course formats are investigated. A list of suggested text and course materials for use in small business management courses is included. Experience at various small business programs in several institutions are presented and include both student and faculty opinions. Appended is a list of schools offering courses in small business management and entrepreneurship.

Small Business Management: Going-into-Business Modules for Adult and/or Postsecondary Instruction by Fred Rice, et al. University of Minnesota, Department of Agricultural Education, Division of Vocational Education, St. Paul, MN. (1978) (ED 167 761)

Fifteen modules on small business management are provided in this curriculum guide developed for postsecondary and adult vocational instructors. Modules demonstrate decision making steps, financing a small business, location of small business, record systems, balance sheet and profit and loss statement, purchasing, marketing, sales, cash flow, taxes and depreciation, insurance, management controls for small business, employer-employee relations, break-even analysis, and maximizing profit. Each module is organized into seven elements: (1) introduction; (2) behavioral objectives; (3) transition of modules (a brief summary of the previous, current, and following modules); (4) the lesson (content is centered around a series of key questions related to student objectives with each key question containing a suggested teaching strategy); (5) summary (key points); (6) unit evaluation instrument (including instructions for using and an answer key); and (7) transparency masters for use in teaching the lessons. Each module requires 1 1/2 to 2 hours to complete.

Small Business Management Instructor's Manual, Volumes I - IV, 3d rev. ed., by Joseph A. Jeanneau, Dennis Anderson, Douglas Murray, and William Logan. Training Research and Development Station, Department of Manpower and Immigration, Prince Albert, Saskatachewan, Canada (1973) (ED 082-052)

These materials are contained in four volumes and were developed to prepare adults of Indian ancestry to own and manage their own small businesses.

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The course is divided into nine subjects including the management process; marketing management; finance, accounting, and bookkeeping; personnel management; business law; personal finance; business communication; production management; and office procedures. The course requires approximately 5 months of full-time instruction (500 hours). Each instructional guide includes an overview, objectives, reference materials, resources required, methods, directions for using training techniques, and indicators (evaluative methods).

Information regarding administering the program is also provided in such areas as recruiting and selecting students, instructor training, funding, and follow-up counseling.

Small Business Management Resource Guide, Books 1-4. George T. Solomon and Carol Eliason, Eds., American Association of Community and Junior Colleges, One Dupont Circle, Suite 410, Washington, D.C. 20036 (1984)

This set of four separate resource guides represents a cooperative effort by the U.S. Small Business Administration, American Association of Community and Junior Colleges and International Council for Small Business to disseminate vital information on small business course offerings across the Nation.

The guides contain course descriptions and syllabi for numerous formal offerings by four- and two-year academic institutions. In addition, the guides contain program descriptions for selected seminars and conferences conducted by four- and two-year universities and colleges that responded to a 1982 National survey performed by the SBA's Office of Management Assistance, Planning and Evaluation Branch.

These guides serve as a resource for program planners interested in developing courses in the area of small business management/entrepreneurship and are listed as follows:

- Book 1: Community and Junior Colleges, Course Descriptions and Syllabi
- Book 2: Community and Junior Colleges, Non-Credit Courses
- Book 3: Colleges and Universities, Course Descriptions and Syllabi
- Book 4: Colleges and Universities, Non-Credit Courses

Small Business Management Series provided by U.S. Small Business Administration. Available from U.S. Government Printing Office, Washington, D.C. 20402.

The booklets in this series provide discussions of special management problems in small companies.

- "An Employee Suggestion System for Small Companies" explains the basic principles for starting and operating a suggestion system.
- "Cost Accounting for Small Manufactures" assists managers of small manufacturing firms establish accounting procedures that help control production and business costs.
- "Handbook of Small Business Finance" indicates the major areas of financial management and describes a few techniques that can help the small business owners.
- "Ratio Analysis for Small Business" helps the owner-manager in detecting favorable or unfavorable trends in the business.
- "Practical Business Use of Government Statistics" illustrates some practical uses of Federal Government statistics.
- "Guides for Profit Planning" provides guides for computing and using the break-even point, the level of gross profit, and the rate of return on investment.
- "Profitable Community Relations for Small Business" gives practical information on how to build and maintain sound community relations by participation in community affairs.
- "Small Business and Government Research and Development" includes a discussion of the procedures necessary to locate and interest Governmental markets.
- "Management Audit for Small Manufacturers" lists a series of questions about small manufacturing plant planning, organizing, directing, and coordinating efficiency.
- "Insurance and Risk Management for Small Business" is a discussion of what insurance is, the necessity of obtaining professional advice on buying insurance, and the main types of insurance a small business may need.
- "Management Audit for Small Retailers" contains 149 questions that guide the owner-manager in a self-examination and a review of the business operation.
- "Financial Record Keeping for Small Stores" is written primarily for the small store owner or prospective owner whose business doesn't justify hiring a full-time bookkeeper.

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- "Small Store Planning for Growth" considers merchandising, advertising and display, and checklists for increase in transactions and gross margins.

- "Franchise Index/Profile" presents an evaluation process that may be used to investigate franchise opportunities.

- "Training salesmen to Serve Industrial Markets" discusses the role of sales in a marketing program for a small manufacturer and offers suggestions for sales force to use in serving customers.

- "Financial Control by Time-Absorption Analysis" provides a profit control technique that can be used by all types of businesses.

- "Management Audit for Small Service Firms" is a do-it-yourself guide for owner-managers of small service firms to help them evaluate and improve their operations.

- "Decision Points in Developing New Products" provides a path from idea to marketing plan for the small manufacturing or a research and development firm that wants to expand or develop a business around a new product, process, or invention.

- "Management Audit for Small Construction Firms" helps top executives of small construction firms make a self-appraisal of their management practices.

- "Purchasing Management and Inventory Control for Small Business" explains how to manage purchasing and inventory dollars.

- "Managing the Small Service Firm for Growth and Profit" aids you in developing a marketing strategy to improve services to assure growth as customer needs change.

- "Credit and Collections for Small Stores" discusses credit plans to help owner-managers pick and run credit systems. Includes information on legal restrictions record keeping and trade credit.

Small Business Management Training Curriculum Guides. National Small Business Training Network, American Association of Community and Junior Colleges, One Dupont Circle, Suite 410, Washington, D.C. 20036

These materials were prepared by the American Association of Community and Junior Colleges under contract with the Small Business Administration. They are available to network schools only.

Small Business Ownership, Management, Entrepreneurship: A Model for Vocational Education Program Development in Entrepreneurship by Jim Walden, Project Director. Division of Vocational, Technical, and Adult Education, Arkansas State Department of Education, Little Rock, AR. (1978) (ED 174 855)

This guide for instruction in the basics of entrepreneurship is intended for use in adult education programs, secondary and postsecondary business education programs. It can be used as integrative material for all vocational-technical programs as well, since it provides a beginning point for those who are interested in self-employment and for those who are self-employed and wish to improve their businesses. Twelve topical areas are presented in alphabetical order: (1) business financing; (2) business financial planning; (3) business outlook; (4) financial records management; (5) human relations and its effect on personal and business life; (6) insurance; (7) modern marketing for small businesses; (8) paperwork management; (9) personal and family financial management; (10) personnel management in small businesses; (11) property management, and (12) taxation and tax planning. Each unit contains most of the following instructional elements: unit objectives, suggested activities, instructional materials, information sheets, assignment sheets, tests and answer sheets.

Small Business Training: A Guide for Program Planning. American Association of Community and Junior Colleges, One Dupont Circle, Suite 410, Washington, D.C. 20036 (1983)

This book is a synthesis of materials and research gathered on processes proven useful in organizing and delivering quality small business training in a cost-effective manner. It contains material prepared for staff orientation at educational institutions launching new small business training programs. The material was also prepared as a reference for newly assigned SBA field personnel in the management assistance area. In addition, the book can serve experienced planners as a source of baseline information for annual review and revisions of existing programs.

Through the step-by-step descriptions and delivery models presented, the book acts as a road map for planners to guide them in specific directions as they progress through the program development process. It serves also as a comparison resource to the American Association of Community and Junior College's Small Business Training: Models for Community Growth (1983). This book exemplifies nine model programs at various community colleges across the Nation.

Sourcebook for Improving Postsecondary Education for Self-Employment by Gene M. Winter. State University of New York at Albany, Two-Year College Development Center, Albany, NY. (1979) (ED 181 247)

This sourcebook on small business and entrepreneurship programs is written for coordinators or instructors of entrepreneurship programs at postsecondary levels. The major content includes a synthesis of ideas and recommendations in 10 decision areas that coordinators of entrepreneurship programs must address: purpose or need, clientele, client characteristics, program objectives, program structure and scope, funding and support, staffing, recruitment and selection, evaluation, and program content. Basic questions and supportive materails are provided to assist with decision making. Listings of resources and instructional materials are appended. Six case studies of small business ventures are presented with questions to guide class discussions, individual assignment, and instructor presentations. Guidelines for evaluating program planning, recruitment and selection, instructional objectives, staffing, and program impact are also outlined. A listing of contact persons at postsecondary institutions and a topical paper on recruitment and funding are also provided.

Starting and Managing Series provided by U.S. Small Business Administration. Available from U.S. Government Printing Office, Washington, D.C. 20402

This series is designed to help the small entrepreneur "look before leaping" into a business. The first volume in the series, "Starting and Managing a Small Business of Your Own," deals with the subject in general terms. Each of the other volumes deals in detail with one type of business. Available booklets are as follows:

- Starting and Managing a Small Business of Your Own
- Nonseries Publications
- Export Marketing for Smaller Firms

Steps to Starting a Small Business. W. Jacobsen and A. Lehman, Eds., The Vocational Studies Center, University of Wisconsin - Madison, Publication Unit, 265 Educational Sciences Building, 1025 W. Johnson St., Madison, WI 53706

Steps to Starting a Small Business was developed through the cooperative efforts of business, community, school, and university to offer a program of study that would:

- allow participants to assess interests and abilities in self-employment,
- develop participants' values and attitudes in making decisions,

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- allow participants to develop a business plan with a financial statement,
- provide participants with theory of the marketplace and our Nation's free enterprise system, and
- provide hands-on activities that could lead to starting a small business.

The course is divided into 14 sessions and is adaptable for instruction at various levels.

Teacher Answer Supplement and Guide for Agri-business Supply and Service. Ohio Agricultural Education Curriculum Materials Service, Room 254, 2120 Fyffe Road, The Ohio State University, Columbus, OH 43210 (1976)

A teacher supplement that contains a brief description of the agricultural business supply and service program. It also provides suggestions as to how the seven correlating student manuals may be used. Answers to the subjective-type questions are given with suggestions as to how some of the problems may be worked. Suggested test items are also included along with suggested answers.

A Teachers Guide for Entrepreneurship Instruction by Vivien Ely. American Vocational Association, Special Publications, 2020 N. 14th Street, Arlington, VA 22201. (1983)

This comprehensive guide to entrepreneurship instruction identifies appropriate entrepreneurship concepts for introduction to students from elementary school age through adult levels and gives detailed help for appropriate instruction. It stresses specific preparation skills required for embarking on an entrepreneurial career and shows how to plan appropriate instruction for each instructional level. A suggested teaching outline for a 16 unit entrepreneurial course is a detailed blueprint for carrying out a workable instructional program. An extensive guide to good resource materials and contacts is another valuable feature.

Teaching Entrepreneurship in Mississippi's Trade and Industrial Programs. Trade and Industrial Education, State Department of Education, P.O. Box 771, Jackson, MS 39205.

This is one unit in a series of materials developed by the Comprehensive Vocational Teacher Education Program to provide teachers with some basic instructional materials needed to improve professional teaching competencies.

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The appendix includes sources on both entrepreneurship in general and entrepreneurship in specific areas such as auto repair, plumbing, construction, and many others. This unit was written as a general guide for use in secondary trade and industrial classes.

"The Travis Class-Y Game Corporation," by Richard L. Travis. National Depository for Economic Education Awards Illinois State University, Normal, IL

The world of small business is brought to life for fifth-grade students by the class business venture. Thirty-five students participated in a 3-week unit that guided them through the formation of a company and the production and sale of games. Student committees perfored functions of the business. Stock certificates were designed and sold to finance the operation. Demand for the games was underestimated and increased production resulted in sloppy work and rejection of many of the games by the unit and distributed to all teachers in the school, allowing them to incorporate a financial section into their classes.

"Women in the Rural Economy: Employment and Self-Employment" by Ptarsmigan Teal. Stuart Rosenfeld, Ed. Brakes Shoes, Backshoes, and Balance Sheets: The Changing Vocational Education of the Rural Women, Rural American Women, Inc.: Washington, D.C. (1981) (ED 212 759)

This resource on entrepreneurship is one chapter of a five chapter document dealing with special problems of vocational education for rural women. The author highlights the activities of rural female entrepreneurs, assesses the role of "microbusiness" in rural economies, and shares unique experiences of rural women. Suggestions are also given relative to a number of approaches to consider when developing entrepreneurship courses for rural women.

The intended reader of the material is anyone directly responsible for organizing and delivering entrepreneurship instruction for rural women.

"You Mean I'm Part of the System?" Economic Education Curriculum Guide. Cleveland Public Schools, Family Life Education Program, 1332 W. 28th Street, Cleveland, OH 44113.

This curriculum guide is designed to provide economic education through the process of producing and marketing products. The name of the company that is founded is "Inner City Industries." This curriculum is geared to low-income, disadvantaged young adults. One of the major goals is for the students to establish their own "home industry."

ADDITIONAL RESOURCES

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